THE BILLBOARD

The Leo Canda Co
713 Sycamore st

VOL. IX., No. 9. CINCINNATI, OCTOBER 1, 1897. PRICE 10 CENTS PER YEAR, $1.00

RAMPANT.

The Executive Committee of the A. B. P. A. Breaks Loose With a Choice Assortment of Clubs—The Ax Wielded in Great Shape.

The following letter, report and order sent out to members explains itself:

Dear Sir—Herewith we beg to hand you a copy of minutes of the meeting of your Executive Committee, held at Hotel Bartholdi on October 5, and Official Order No. 1.

The reading of the minutes developed the fact that there was considerable dissatisfaction and cause for complaint among many of the members. It was found that quite a few large advertisers were entirely ignoring the association rules by giving business to non-association members, and that their paper was also being handled by association members.

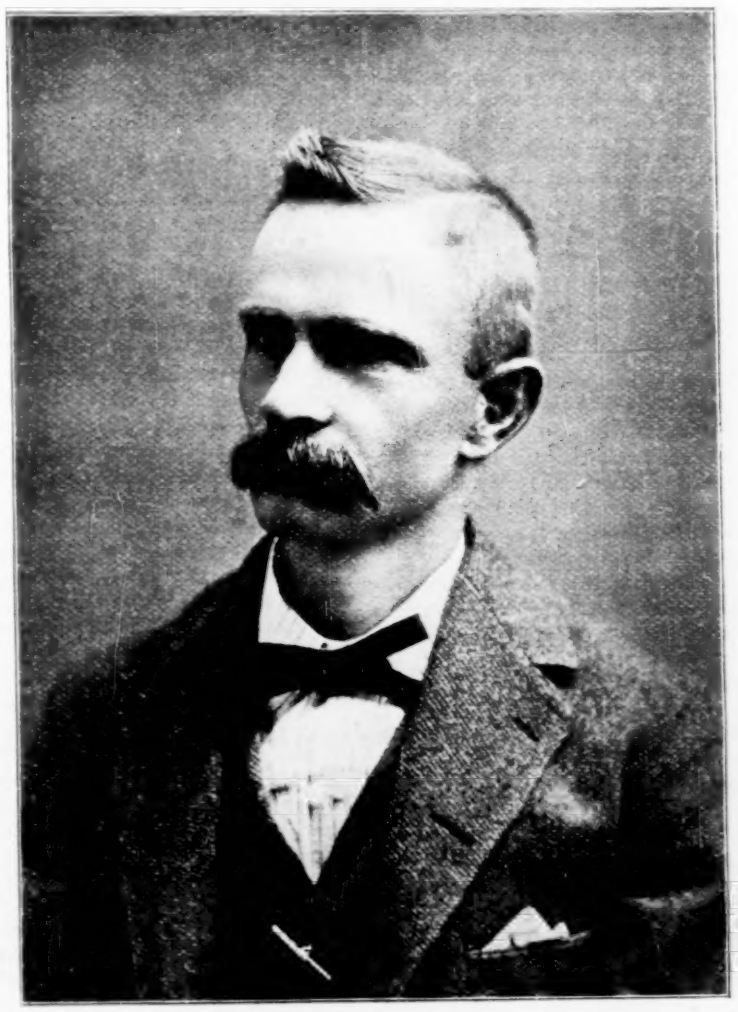
As you will note, there were two applications for soliciting membership, Mr. Donaldson, of Cincinnati, and Mr. Hoke, of New York. The committee had received numerous letters from members for and against the placing of their names on the roll. There was also complaint about the present solicitors not living up to the rules of the organization, and, in addition, many of our members were found to be very derelict in the payment of their dues. After considerable earnest discussion, it was the concensus of opinion that the association had reached a critical point in its career. Your Executive Committee felt that while much good had been done through increasing the standard of service and advancing the prices to a point where the bill poster was enabled to improve his plant and give such guaranteed service as would evoke the confidence of the national, as well as the local advertiser, at the same time there was a lack of cohesive force which made your committee feel that, in order to achieve the result aimed at by our organization, decisive measures must be taken and strict discipline enforced. Your committee felt that under no circumstances or conditions would it pass any resolution merely for the putting of the same on its statute books. The unanimous thought was, that if a resolution was made it should be lived up to, even if such adherence to principle meant the elimination of nine-tenths of its members. The one-tenth preferred to stand on the solid bed-rock of duty to being part and parcel of a vast organization which did not respect its own rulings.

The committee wish to state that they fully realize that their action is much more drastic than that which was enacted at former sessions, but they also feel that the crisis which has been reached in the life of the organization must be met with determination and force, in order that the association receive from the trade at large, bill posters, advertisers and advertising agents that respect which alone comes through the rigid adherence to what it believes to be the fundamental principle of our organization.

We look for earnest, helpful support from our members. If it comes, we can promise a growth not only in our membership, but in the respect and confidence of the whole business community. If our membership decreases instead of increases, those that remain loyal to the organization, its constitution, its by-laws and its officers, will feel that if but few remain, those few will at any rate maintain their self-respect and consciousness of loyalty to their principles.

Respectfully submitted,

J. BALLARD CARROLL, Secretary.



JOHN F. OTTING.

Meeting of the Executive Committee held in the Hotel Bartholdi, New York, Monday, October 4, 1897. Called pursuant to order from President O'Mealia. Meeting called to order by President O'Mealia, who stated the first order of business was to organize.

Roll call showed the following to be present: Messrs. O'Mealia, Stahlbrodt, Bryan, Pratt, Carroll, Gude.

Upon motion, Mr J. F. O'Mealia was elected chairman and Mr J. Ballard Carroll was elected secretary.

Chairman appointed Mr. Al. Bryan as sergeant-at arms.

Minutes of meeting July 16 read for the information of committee.

REPORT OF COMMITTEES.

Jersey City, N. J., August 5, 1897.

To the President and Members of the Associated Bill Posters Association of the United States and Canada.

Gentlemen—Your Finance Committee have this day examined the memoranda and accounts of the *Bill Poster* and compared vouchers with the same where vouchers were presented, and find same correct as far as the accounts covered by vouchers.

We find the majority of the items in the book have no vouchers presented for them, but memoranda written out by the editor or others presumably in his employ. While we are satisfied the accounts are correct, we do not approve of the methods of carrying on the business of the *Bill Poster* in connection with the accounts of the same.

We believe a complete set of books should be kept, and a voucher must hereafter be presented for each separate item, or such account shall not be passed upon. One reason for this is that the only way to do business is by business methods. The set of books and vouchers should be presented in future at each annual meeting of the association.

Respectfully submitted,

NORMAN A. SEYMOUR,
BARNEY LINK.

REPORT OF OFFICERS.

President O'Mealia made a statement of the business of his office since the annual meeting, as follows:

Have granted dispensation to Lowell Bill Posting Co., Lowell, Mass; Portland Bill Posting Co., Portland, Me.; Erie Bill Posting Co., Erie, Pa.; Jos. A. Wallace, Oswego, N. Y.

Complaints have been received from Andrews, Moulton & Johnson, Salem, Mass., and F. P. Colby Manchester, N. H., against C. S. Houghtaling, our solicitor, for asking them to post paper at less than association rates; also, from Cream City Bill Posting Co., Milwaukee, Wis., and American Bill Posting Co., Chicago, Ill., against the T. A. Snider Preserve Co., Cincinnati, O., asking for cut rates and commission; also, in relation to the resolution offered by Mr. Campbell (in relation to a monthly statement being sent to the treasurer, C. F. Bryan, also of having called the Finance Committee together to examine the books and vouchers of the paper, *The Bill Poster*), at the last meeting of the committee; also the matter of the Memphis Bill Posting Co., Memphis, Tenn., claiming an injury having been done them by a member of this association; also, having received a communication from the secretary calling attention to the members being very slow in paying up their dues. I sent out a circular calling their attention to the amount of their

indebtedness, and asking for a prompt settlement of the same; also, having directed the secretary to call the Western Arbitration Committee together to take action upon the complaint made against the T. A. Snider Preserve Co., and to try and settle it to the benefit of both parties.

Upon motion, it was agreed to take up each matter separately after passing through the order of business.

Secretary Carroll reported the following receipts:

Received from J. A. Curran, treasurer, balance, $65.54; received from members, $720.85; total. $786.39.

There is still due the association as follows:

Due by members for dues, $923.00; due by state associations, $131.00; total, $1,054.00,

DELINQUENT MEMBERS.

E. T. Heverin & Bro., $40; J. H. Brooks, $3 50; Rife & Houck, $15; Moxley Adv. Service, $15; Ramsay & Co., $12; M. E. Mulvihill, $15; G. Robinson, $10; Amer. B. P. Co., Philadelphia, $175; H. H. Tyner, $5; J. McQuigg, $15; Mrs. J. McQuigg, $3.50; W. T. Branham, $15; D. G. Munro, $20; W. S. Burton & Co, $10; C. A. Harnois, $15; New Haven B. P. Co, $10; Southern B. P. Co., $17; H. W. Walker & Co., $30; Watson & Price, $22; F. Kerth, $3.50; Reese & Long, $10; Mrs G. Tisdale, $3.50; Erie B. P. Co., $10; Texas Adv. Co., $5; W. S. Parker, $10; Chatham B. P. & D. Co., $7; T. J. Marsh; $5; City B. P. Co., Peoria, $15; R. G. Spalding, $5; W H. Evans, $5; West Superior B. P. Co., $5; Nowland & Tomlinson, $5; J. B McCullom, $5; J. D. Bowersock. $5; P. B. Oliver, $3.50; L Sternkorb, $3.50; Newport News B. P. Co., $5; A. B. Jewett, $2.50; S. B. Patterson, $13 50; H Beale, $12; Hazelton B. P. Co., $3 50; Amer. B. P. Co., Allegheny, $35; M. J. Dooley, $40; Amer. B. P. Co., Chicago, $50; Amer. B. P. Co., Pittsburg, $55; Amer. B. P. Co., Brooklyn, $50; Price Adv. Co., $45; Memphis B P Co., $10; R. Jameison, $3.50; J. F. West, $5; Wilmington B. P. Co., $10; S. S. Kelly, $3.50; E. G Wheeler, $8 50; Amer. B. P. Co., Evanston, $8.50; Amer. B. P. Co., Oak Parks, $8.50.

Delinquent State Associations—Illinois, $27.25; Indiana, $72 50; Ohio, $4; New York, $16; Pennsylvania, $5; Montana, $1.75; Rocky Mountain, $4 50.

Also having notified the Western Arbitration Committee to meet and take action upon the T. A Snider Preserve Co., in compliance with instructions from President O'Mealia; also, of having written J. H. Dobbins, secretary of the Indiana State Association, in regard to the non payment of their per capita tax in conformity to a resolution adopted by the Executive Committee last meeting; also, of having sent out a complaint circular in the matter of the Snider Preserve Co

PETITIONS FOR MEMBERSHIP.

The following applications were read: Hackensack B. P. Co, Hackensack, N. J; L. L. McIlvane, Houston, Texas; Twin City B. P. Co., Champaign, Ill.; Evansville B. P. Co., Evansville, Ind.; S. M. Smersh, Owatonna, Minn.; F. W. Riley, Marlboro, Mass.; R. L. Bowman, Petersburg, Va.; Waterbury City B. P. Co., Waterbury, Conn.

The application of Owens & Varney was taken from the table, and after a lengthy discussion and reading of several communications in the matter as to who was the reliable firm to accept, it was unanimously agreed to present the application of Owens & Varney, San Francisco, Cal.

The application of W. Carroll, Chelsea, Mass., was also taken from the table, and all of the correspondence read, showing his desire was to become a member from Chelsea, Mass, only. It was also agreed to present his application.

The application of Lalor Bros., St Catherine's, was also taken from the table and all correspondence was read, showing they have never been or applied for membership in any other association. It was also agreed to present their application

The chairman directed a ballot being taken, and declared all the above names elected as members of this association.

Applications were received from W. H. Donaldson, Cincinnati, Ohio, and Sam W. Hoke, New York, and read, asking for appointments as official representatives of this association. Upon motion, same was laid over until unfinished business.

NEW BUSINESS.

Motion made and adopted that the names of Messrs. Gillam & Shaughnessy, New York city, and J. G. Hammond, Chicago, Ill, be dropped from the roll of representative solicitors.

The following resolution was offered and adopted:

Resolved, That it is the thought of the Executive Committee that the best interest of the association be subserved by limiting the soliciting representatives, as past experience has shown that there is every likelihood that a surplus of solicitors will only tend to provoke a cut in commissions among the membership.

Upon motion made and adopted that all members who are in arrears to the association for more than one year's dues be suspended. The following came under this clause:

E. T. Heverin & Bro., Amer. B. P. Co., Philadelphia, Mrs. J. McQuigg, W. T. Branham, D. G. Monro, C. A. Harnois, Southern B. P. Co., Watson & Price, M. J. Dooley, Amer. B. P. Co., Pittsburg, Price Adv. Co., G. T. McLain, W. S. Parker, Amer. B. P. Co., Allegheny, City B. P. Co., Peoria, Amer. B. P. Co., Brooklyn, and were declared suspended.

Upon motion, adjourned till 8 o'clock.

EVENING SESSION.

Called by Chairman O'Mealia.

Roll call showed same present: Messrs. O'Mealia, Pratt, Stahlbrodt, Gude, Bryan, Carroll

Application received from Iowa State Association, signed by seven members, as follows: A. B. Beale, president; John Dohaney, vice-president; J. C. Speers, secretary; James Coffee, treasurer; W. P. Dermer, J Wisse, M. W Wagers and A. A. Bland, asking for a charter for their State Association. Upon motion, same was granted, and the secretary directed to issue one upon the payment of the fee as prescribed by our constitution and by-laws.

Application of W H Donaldson, per request, was withdrawn.

It was adopted that in view of the adoption of the resolution at the morning session, the application of Sam W. Hoke was respectfully declined as a solicitor.

Resolved, That all members of this association are notified not to make a contract for H.-O. paper until further notice, and all members who have contracts now pending are permitted to carry out the contract on condition that they immediately notify the secretary as to the length of time of contract, in order that same may be placed on file.

Resolved, That on and after this date any member of this association who takes work from any customer after notification from the secretary of the association that said firm is to be debarred from the use of members' boards on account of said firm giving business to opposition bill posters, will have their names forthwith stricken from the roll.

Resolved, That any member of this association who accepts work at less than the schedule prices, or gives commissions or rebate or time allowances, or any commission of any kind or nature, to any one except the authorized members or solicitors of the association, be immediately expelled.

Resolved, That the chairman appoint a committee to have the association incorporated.

The chairman appointed Messrs. Gude, Pratt, Stahlbrodt and O'Mealia.

Resolved, That the secretary be instructed to write the editor of the *Bill Poster*, calling his attention to the resolution offered by himself at the July meeting of the committee, as follows:

Mr Campbell—That the editor of the *Bill Poster* make a monthly statement to the treasurer, C. F. Bryan, of all collections on account of the *Bill Poster*, and send check for amount of collections, less the current expenses, and render the same by the 1 th of each month.

That he has failed to comply with the above resolution, that he is hereby respectfully notified that a continued omission on his part, or failure to comply, will result in the Executive Committee ordering a discontinuation of the paper.

H. W. Walker appeared, and asked for a dispensation in accordance with the resolution adopted at Atlantic City meeting Request was granted.

In the matter of the Indiana State Association, letters were read from two secretaries, Carroll and Dobbins. After considerable discussion it was

Resolved, That, in view of the fact of the former secretary of the Indiana State Association having defaulted, as per correspondence with the present secretary and treasurer, we herewith remit the amount they claim had been paid, $32, if paid within three months, and the payment of the same carries with it the restoration of the Indiana State Association.

In the matter of the complaint of the Memphis Bill Posting Co., letters were read from all parties concerned in the matter, and same was laid over until the next meeting.

It was adopted that the incidental expenses of this meeting be paid by the treasurer.

Bills from A. Datz, $2 50, and J. F. O'Mealia, $4 47, were ordered paid.

It was adopted that the secretary write Hote, calling his attention to the fact that several complaints have been made against him for asking for cut rates, much less than the schedule adopted by the association, and he must cease doing this and to send an answer to this communication, or he will be cited before this committee at their next meeting, November 10.

Upon motion, adjourned until November 10.

J. BALLARD CARROLL, Secretary.

OFFICIAL ORDER NO. 1.

Dear Sir—Per instructions of the President of the Association and in conformity with resolutions passed at last executive meeting, you are respectfully notified that Mr. John Hammond, of Chicago, and Messrs. Gillam & Shaughnessy, of New York, are no longer soliciting members of this association, and are not entitled to commissions on any business which they may send to your firm.

You are further notified that the application of Mr. Wm H Donaldson, of Cincinnati, was withdrawn, and that of Mr. Sam W. Hoke, of New York, refused and you are not to allow them commissions on any business that they may send you.

You are also notified that, as the "H. O." Company are making contracts with non-association members, you, as a loyal member, are not to handle their business until further notice. If you have already made a contract with them, notify the secretary at once as to the length of time of same, and a dispensation will be granted for the carrying out of this contract only.

Very truly yours,

J. BALLARD CARROLL, Secretary.

[ANOTHER ACCOUNT.]

BOSSES MEET, BOSSES EAT, Then Jump On Members With Both Feet.

[Illustrated by our Special Artist.]

The Executive Committee of the Associated Association of Billposters met in New York October 4, and had a rather stormy meeting, if reports are to be credited.

Only one western member of the committee was present, Mr. Leonard having been unavoidably detained at the last minute.

And the five New York city members "didn't do a t'ing" to little, lonesome Al Bryan, from the boundless West.

Sammy Pratt and Eddie Stahlbrodt did as they pleased—what they said went.

Think of the Memphis Bill Posting Co. asking the association (Sam Pratt) to stop Van Buren (Sam Pratt) from maintaining an opposition plant in Memphis! Of course the matter was "laid over"

Gillam & Shaughnessy and J. G Hammond were dropped from the rolls as soliciting members, the first because they had trod upon Mr Pratt's toes, and the other because his office is with Mr. Campbell.

Sam Hoke and W. H. Donaldson were turned toward the wall, and members given solemn warning that no one but the committee should be permitted to accept work in future from any of these people.

Quite a number of "Americans" were dropped from membership for non-payment of dues, among them being the American Bill Posting Co., Philadel-

phia; American Bill Posting Co., Brooklyn; American Bill Posting Co., Pittsburg; American Bill Posting Co., Allegheny. And how the American Bill Posting Co., of Chicago; and the American Bill Posting Co., of Oak Park; and the American Bill Posting Co., of Evanston, managed to escape is a mystery. According to reports, they are as deep in the mud as the others are in the mire.)

The list of delinquents is something appalling, and includes almost every city of any consequence in the union among them being Lexington, Ky. (Ramsey); New Haven, Conn. (Pratt), and Erie, Pa (Stahlbrodt.)

Mr. Campbell was sharply taken to task for failing to report to the committee just how much money the official organ has dropped since the annual meeting in July, and warned that unless he does better in the future the publication will be stopped. A l of which will be grateful news to Bob, who has been for a long time looking for a good excuse to jump from under.

Jolly old Hote was called upon to explain why he dared to ask a bill poster to cut a rate, and was warned not to do it again.

The H.-O. Co., who employ Van Beuren & Pratt in New York to build their boards and to post their paper, were put upon the black list, and members notified that any one caught in the act of posting H.-O. will be at once beheaded. This is not to apply to those members who may have contracts with H.-O. outstanding—Pratt had just renewed his contract for another year.

*NOTE.—The illustrations mentioned in the heading were so warm that they burned their way out of the mail bag and escaped.

A KICKER.

AND HE KICKS HARD.

October 19, 1897.

THE BILLBOARD, Cincinnati,

Gentlemen:—Enclosed please find papers giving an account of the New York meeting. I send them to you because I know you will publish them. These fellows must think we are a fine lot of suckers out here.

What do you think of O. J. Gude being in on a scheme like this? It is the old rotten scheme over again. Stahbrodt is still trying to hog all the commissions, onls now he is going to divide with Gude.

Sam Pratt sends out orders like this, when he is openly advertising opposition to the association member at memphis. Gude is fighting a member at Paterson, N J. These ducks have the nerve io tell me what is for the good of the association.

Please publish these papers and give teem h—l. I am going to rud my town to suit myself. I'll allow commissions to Srm Hoke and Gillam & Shaughenessy whenever they send me work, ank the more they send the better I'll like it. Solicitors have got no business on the committee anyway.

When the association is run in the interests of bill posters I will respect it but not until then.

If you publish this letter sign it.

"PASTE."

GUDE IN PATERSON.

He Has Bought Out Hicks.

The following legal notice, clipped from the *Call*, Paterson, N. J., is self-explanatory:

NOTICE.—The firm of C. J. Hicks, bill posting and sign painting, No. 5 Ramapo avenue Paterson, N. J., is this day dissolved. C. J. Hicks, settles.

(Signed) C. J. HICKS.

The business will be continued at same address by the Paterson Bill Posting, Advertising and Sign Painting Co., a corporation organized under the laws of the State of New Jersey.

(Signed) O. J. GUDE, President.

(Signed) F. E. FITCH, Secretary.

Paterson, N. J., Oct. 1, 1897

INCORPORATED

Under the Laws of the State of New York—The A. B. P. A. Gets in Line.

There was incorporated with the Secretary of State yesterday the Associated Bill Posters of the United States and Canada, which will have its principal office in New York city. The association is formed for the purpose of fostering trade and commerce among the bill posters of the United States and Canada, to reform abuses relative to the trade and to secure freedom from unjust or unlawful exactions. Its directors are James F. O'Mealia, of Jersey City; J. Ballard Carroll, of Albany; Alfred Bryan of Cleveland; George M. Leonard, of Grand Rapids, Mich.; Samuel Pratt, Edward A. Stahlbrodt and Oscar J. Gude, of New York city.

Henry E Stoops is one of the most enterprising bill posters in the country. About three years ago he had made for his business the finest bill posting wagon in the country. Every theatrical manager that came to town had something to say about that wagon, and the *Bill Poster*, a theatrical paper, gave the wagon a half column. But this time Harry has outdone himself. He has got s mething new. It is a bicycle bill posting tandem. About a year ago he commenced on his new scheme, and he is full of them, of building a bicycle so as to carry two bill posters, two cans of paste, two brushes and a day's supply of paper. Recently the scheme appeared on the streets. The Robinson Franklin Bros'. circus, knowing a good thing when they see it, are the first to take advantage of it. The front part is the regular tandem for two men, but the rear part is the thing. It is mounted on two wheels with a tongue, which is attached to the tandem. The bed is made in the shape of a box with a sharp pointed roof The sides are filled with advertising. The inside is made into three compartments, in which is placed the two bucke s and the supp'y of paper. Under the bo tom of this part of the tandem are placed the brushes. The tandem is on the streets every day, and Harry is being congratulated on every hand.—*Chattanooga Times.*

Those newspapers that are still sawing away on the story that Ringling Bros. played Minneapolis without billboards are respectfully notified herewith that the circus season is now over. Next season the gentlemen from Baraboo will give them something new to talk about.

If the Ringlings did not have up more paper on down-town thoroughfares than Barnum's show, then we do not know anything about bill posting. The Messrs. Ringling did play Minneapolis without the city bill poster, but not without posters; in fact, not by a long shot.

Interest in the forthcoming Christmas number of THE BILLBOARD is already manifest, as witness the following letter from California:

Los Angeles, Cal., October 13, 1897.

THE BILLBOARD Publishing Co

Gentlemen—I would like to put my ad in the Holiday number. Please let me know what your rates are. I should like to know as soon as possible, if you will oblige me. It is true that it is a long ways off, but you must remember that I am a long ways off from your office, also. I shall send you my regular ad on the first of the month to take up an inch, also some pointers as to how some of the advertisers are treated out here, which they ought to know. Thanking you for your kind attention, I am

Yours truly,

SOUTHERN CALIFORNIA DIS. CO.,

John Mulvihill, the well known bill poster, in St. Joseph, Mo., was fatally injured from the effects of a blow struck by Frank Dix. The blow was delivered with a potato fork in front of the Wonderland Musee on Fourth s reet, near Edmond. Mulvihill's skull is fractured, and the chances for his recovery are doubtful.

THE BILLBOARD has the largest sale on the newstands of all advertising papers.

Scott, of St. Paul, and Breslauer, of Minneapolis, are having a merry war with George J. Sherer, the sign man. They are cutting down each others boards. The matter will probably be adjusted in court.

The Illinois State Bill Posters' Association held its annual meeting at the Leland hotel, Springfield, September 30. C. S. Houtaling, C. B. Hood and J. D. McManus were among the visitors.

The following officers were elected: President, F. W. Jenks, of Elgin; vice-president, George Benderman, of Joliet; secretary, Isaac Monk, of Peoria; treasurer, R. C. Campbell, of Chicago; Executive Committee, Boru Marvin, of Aurora; Lon Roley, of Pana, and A. W. Retter, of Moline.

All the poster prin'ers read THE BILLBOARD.

Every advertising agent reads THE BILLBOARD.

O. JEHU GUDE.

The Great New York Advertiser Surprises the Natives with His Horsemanship.

O. Jehu Gude, the big (in a double sense) New York contractor for outdoor advertising, had gouty diathesis, a few weeks ago, which made it necessary to to carry him out of the National Billposters' convention at Atlantic City, on a stretcher. There they packed him on a car and shipped him to the Magno Mud Cure and Lithia Water Baths at Indiana Mineral Springs, and a struggle began between gout and Magno-Mud.

That was about three weeks ago, and last week W. J. Champion, the Chicago car man, came down to see sick Brother Gude, and be in at the death When the train arrived at the C. & E. I. station, the springs tally-ho coach just came dashing aroud the corner, its four big dapple grays on the jump, and on the box, bunch of ribbons in his left and cracking his lash vigorously with his right, sat a brown man in top-boots and Panama hat, the very picture of a real-thing four-in-hand whip. The bugle sounded, the four big horses sat up on their haunches, the driver whirled a figure eight with his lash and and caught the loop on his whip stock.

"Hello, Champ!" he cried cheerfully. It was O. Jehu Gude, the healthiest, brownest, most sun burned mortal that ever drove a thoroughbrace coach-in-four over the pike. The Magno-Mud did it in combination with a life of nature amid the Hoosier hills.

"My Goodness," exclaimed Champion, "but your competitors in New York will be disappointed. They've all got you booked for a funeral."

Mr. Gude left for home Friday, in robust health, intending, however, to stop over in Chicago, and make some of his rivals (he has no enimies) feel bad. The reputation he left behind him at the springs is fair enough for one of his youthful spirits, but there is a blot on the escutcheon, if the story be true, that Mr. Gude, in company with some local talent of doubtful reputation, indulged in the questionable and brutal sport of badger fighting.—*Attica (Ind.) News.*

O. JEHU GUDE.

THE BILLBOARD.

PUBLISHED MONTHLY AT

127 East Eighth Street, Cincinnat, O., U. S. A.

Address all communications

For the editorial or business departments to

THE BILLBOARD PUBLISHING CO.

Subscription, $1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Bretano's, 17 Avenue del Opera. The trade supplied by the American News Co. and its branches.

Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co.

The editor cannot undertake to return unsolicited manuscript; correspondents should keep copy.

When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

Entered as Second-Class Matter at Post Office at Cincinnati, Ohio.

OCTOBER 1st.

THIS year's Executive Committee of the Associated Bill Posters' Association (to use an expression of one of its members) means business. If the Association is in need of severe and drastic measures, then the course decided upon by the committee at its recent meeting at the Bartholdi Hotel in New York will be beneficial. Two of the solicitors of the Association have been dropped from membership, *i. e.*, Messrs. Gillam & Shaughnessy, of New York, and Mr Hammond, of Chicago; and several bill posting firms (some in prominent cities) were threatened with expulsion for non-payment of dues. It would seem that the committee believes that the organization needs a thorough shaking up. Whether it does or not, it looks very much as if it was going to get it.

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IT was also decided that the policy of the committee in the future would be to reduce the number of official solicitors rather than to increase it. Following this policy, the application of several solicitors were rejected. While there can be no question of the consistency of this course, the wisdom of such a policy is very doubtful. Surely the bill posters of this country want work. The more solicitors of standing and ability which they have, the more work they will obtain. Consequently, any movement looking towards the reduction of the number of solicitors is a step in the wrong direction. Still, the committee is consistent, because the association is a close association. If, in other words, the members of the association expect protection at the hands of the solicitors, the solicitors are entitled to a like measure of protection at the hands of the bill posters

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HOWEVER, if the committee, by adopting this course, aims to afford the solicitors protection, we fear that their efforts will prove futile. There are a great number of bill posters in the association who believe in encouraging solicitors and increasing the number in existence. These members will give a commission to a recognized, bona fide solicitor, whether it is sanctioned by the association or not. They have done so in the past, and we violate no confidence when we state that they will continue to do so in the future. Especially is this true of opposition cities. The members in such cities, very wisely, are standing in with the solicitors, both official and independent. The action of the committee has excited considerable opposition already, but it is not likely that those who oppose the measure will unite against them. They will probably simply be ignored and gradually allowed to become dead letters.

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DURING the past two months we have conducted an experiment in posting. We have placed the paper of three different concerns. One advertising a cigar, another a rum and the third a chewing gum. The towns posted range in size from 500 inhabitants to 500,000. The results obtained surpassed the wildest expectations of our clients. They were good in large cities, but they were better in the towns, and, strangely enough, best in the villages. In these latter we found the field fallow. No one had posted them to any extent up to our advent, and when the paper went up it stirred things up in a most lively and effectual manner. The results were wonderful. Sales were quadrupled in every instance, and in many cases increased tenfold, and this despite poor boards and wretched service.

***

THIS brings us around to a curious state of affairs. We have discovered in posting villages and the smaller towns that 16 2-3 per cent. commission is not adequate to cover cost of apportionment and distribution. In other words, if a solicitor desired to advertise small towns and villages exclusively, he would have to have 20 or 25 per cent. commission, or else lose money on the contract. Of course, in order to grant a larger commission, prices must be advanced. Fortunately, however, the results obtained in the hamlets will admit of an increase in an amount sufficient to give a solicitor a better per centage. Some action of this nature will have to be adopted before the small towns will ever engage the attention of the middleman. Until the agents take up the hamlets, bill posting will languish therein, and service continue to be a reproach to the craft. If the Executive Committee will take this matter up with the vigor and firmness that characterized their recent session, they will earn the gratitude of advertisers, agents and bill posters alike.

CHICAGO.

Thomas Cusack, vice-president of the Chicago Board of Education and sign advertiser, has brought suit against the *Times-Herald* for $50,000 for libel. The suit arises out of a story printed a month ago in the *Times-Herald*, containing affidavits charging Mr. Cusack, as a member of the School Board, with being in the pay of a book company, and that he had derived profits from the earnings of a blackboard concern.

The *Inter-Ocean* is responsible for the following:

The West Side Park Commissioners have agreed to act in concert with those of Lincoln Park for the passage of an ordinance prohibiting the erection of large bill boards within 1,000 feet of the approach to any of the parks.

We believe that the public will be found on the side of the commissioners. The parks are pleasure places, but they are pleasure places in which the esthetic sense is educated. Nearly all the colored lithographs or paintings on billboards are inartistic, and many of them are hideously vulgar. The world of trade is with us in quite sufficient degree; it surely may be excluded with "charity to all, with malice to none," from places into which nothing that is not recreative, nothing that is not beautiful, nothing that is not formative of correct taste ought to enter. Besides which, the billboards are prolific sources of waste paper that litters the streets and that easily is blown from them into the parks.

Subscribe for THE BILLBOARD, $1.00 per year.

JOHN F. OTTING.

Mr Otting was born in Newport, Ky., in 1859, and has been in the bill posting business since 1870. In his youth he learned the stone cutting business serving the full term of apprenticeship, and posting bills at night for his father, G. H. Otting

In 1870, when Mr. Otting first engaged in bill posting, there were no boards in Newport, and it is one of his early recollections, that they were so green when they got the first job, the only place they could think of to post on, was the ferry house at the landing, although there were lots of good fences and barns.

The first boards erected in Newport were put up by a circus called "The Big Ten-Cent Tent Show."

Opposition has started in Newport several times, but in each case Mr. Otting has come out first best. In 1885 he bought a half interest in the business from his father, and then bought out the last opposition they have had.

Active hustling among the local business men has resulted in making the Newport plant very profitable. Each year sees very substantial additions to Mr. Otting's list of boards.

OUR VOTING CONTEST.

Interest in our voting contest is increasing with every month. Mr. Isaac Mouk, of Peoria, jumps into the lead with this issue, just topping Mr. Geo. Siebe, of San Francisco, who was on the top last month.

The prize is worth striving for. A trip to Europe is not given away every day. This, coupled with the fact that the recipient has been commissioned by his fellow-craftsmen in America as the most popular bill poster in America, makes the appointment a most enviable one.

As we announced in our last issue, the meeting of the United Bill Posters' Association of Great Britain takes place in Dublin Ireland, next August.

We will send the most popular bill poster in America to attend. We intend to send him in first-class style, paying all his expenses there and return

The only condition we make is that he must receive the largest number of votes. Each vote must be on the following coupon, clipped from a copy of this paper:

—OCT.—

—This coupon must be voted prior to Nov. 10, or it will not be counted.

The most popular bill poster in America is

.....

and he shou'd be our ambassador to the convention of of the British Bill Posters

.....

HOW THEY STAND.

The standing of the various contestants up to going to press was as follows, viz:

Isaac Monk	91
Geo. H. Seibe	81
Geo. M. Leonard	22
R. C. Campbell	21
H. W. Walker	19
Jas. F. O'Melia	14
Jas. A. Curran	13
Edw. A. Stahlbrodt	10
Chas. Vogel	9
Al. Bryan	8
Geo. Castner	8
J. Ballard Carroll	7
E. C. Donnelly	7
Frank Fitzgerald	7
Albert Weber	7
Jas. H. Staats	6
J. J. Flynn	5
P. P. Oliver	5
P. F. Schaefer	3
John G. Reese	1
L. H. Ramsay	1

Under our arrangement with the American News Company, THE BILLBOARD is supposed to be on sale at all newstands. Patrons unable to secure it will please notify us, giving place and date.

E. C. Barnes, manager of The Southern Bill Posting Co., of Knoxville, Tenn., was recently presented, by his wife, with with a daughter.

Toledo's first and original bill poster, Thomas Doyle, died in that city and was buried September 23d. Mr. Doyle was for 45 years a ruler at the Blade Printing and Paper company. He was nearly 80 years old, and had only ceased active work about a year and a half ago. Mr. Doyle was the first bill poster in Toledo. He leaves two married daughters

Signs & Sign Painters

Address all communications for this department to
R. H. FORGRAVE, Pickerington, Ohio.

NOTES.

When subscribing for THE BILLBOARD please say if you are a sign painter.

BILLBOARD reaches more sign painters than any other trade journal of its kind in America. The best sign painters are found among its subscribers.

While newspapers in general have been crying hard times, the trade journals have stood shoulder to shoulder trying to hold up a betterment of the condition of the country. Times are getting better every day, and it is no use for any news paper to deny it. If they would put their shoulder to the wheel, as they ought to do, and not be continually trying to wheedle themselves into politics, hard times would disappear as if by magic. It is the duty of every American citizen, particularly mechanics and laboring men, to make the best of what is set before them. He fails to do his duty when he becomes a calamity howler.

A NEW WAY TO GILD ON GLASS.—The *Painters' Magazine* says, quoting from a German contemporary: Coat the places to be gilded thinly with a saturated borax solution; lay the gold leaf on this and press down well and uniformly with cotton wool. Now heat the glass over a spirit flame until the borax melts, and allow to cool off. If the glass is to be decorated with gilt letters or designs, paint the places to be gilded with a water glass solution of 40°, lay on the gold leaf and press down uniformly. Then heat the object to 86° Fahr., so that it dries a little; sketch the letters or figures on with a lead pencil, erase the superfluous gold and allow the article to dry completely at a higher temperature.

A SUBSTITUTE FOR TUBE OR FLAKE WHITE.—Take a can of white lead, scrape it out in a can of about twice the size of the can of lead. Fill this with turpentine and mix thoroughly. The white lead, after standing a few days, will settle to the bottom. The turpentine and oil may then be poured off, and the lead used by thinning with turpentine to paint signs on glass. It gives nearly as good satisfaction as flake white and is much cheaper.

A few inquiries have been received asking for rules for mixing tints suitable for bulletin painting. If the primaries, red, yellow and blue, were ground to the same degree of fineness and made the same hue by different manufacturers, then specific rules might be devised for mixing colors; but as they are not, it is impossible to make a set of rules which will meet all requirements. The following table is based on Masury's colors. If it be desired to make them darker or lighter, light or dark paint should be added in small quantities until the desired hue is attained.

For crimson, red tinted with black, 8 to 1; for brown, black and red, 3 to 2; for green, yellow and blue, 1 to 1; for purple, blue and red, 2 to 3; for vermilion, red tinted with yellow, 15 to 1; for lavender, white, blue and red, 8, 3, 1; for buff, yellow and white, 3 to 1; straw, yellow and white, 1 to 1; fire, yellow and red 2 to 1; gold, yellow and white, 5 to 1; silver, steel and glass, white and black, 10 to 1; marble, white and blue, 20 to 1; pure white, white and blue, 50 to 1; flesh color, white, blue and red, 50, 1, 5; flesh (sallow), white, yellow and red, 50, 1, 6; lips and cheeks, white and red, 1 to 1; whites of eyes, white and blue, 10 to 1; black hair, black and red, 2 to 1; brown hair, black, yellow, red, 2, 1, 1; golden hair, black, yellow, white, 1, 5, 3; light hair, black, yellow, white, 1, 1, 3; auburn hair, black and red, 1 to 3; gray hair, black and white, 1 to 6; black eyes, pupil black, iris brown; blue eyes, blue and white, 1 to 1; gray eyes, black and white, 1 to 5; brown eyes, black and yellow, 1 to 3; hazel eyes, black, yellow, red, 1, 4, 1; foliage (deep green), green and blue, 3 to 1; foliage (light green) green and yellow, 3 to 1; water (river), white and blue, 6 to 2; water (ocean), white and blue, 6 to 2; sky (noonday), white and blue, 1 to 1; sky (sunset), white, blue and red, 2, 2, 1; mahogany, black and red, 1 to 8; oak, yellow and white, 2 to 1.

IMITATION INDIA INK.—Here is a cheap substitute for India ink, which does about as well as the pure ink: Take common black writing fluid, stir in some finely powdered gun powder; to this mixture add a little gum camphor, cut with alcohol as much as it will cut. It may be reduced with water same as India ink.

The *Western Painter* says: Turpentine substitutes, as they may be termed, are usually made of a mixture of turpentine, resin spirit and benzoline in varying proportions. Sometimes naptha is added. The well-known test of the purity of turpentine, namely, to drop a small quantity on white paper, when it will all evaporate if the turpentine is pure, is not altogether infallable, because some of the substitutes will act in precisely the same manner. Those, however, that are made with resin spirit and petroleum oil in most cases leave a greasy stain behind, which disappears only after some considerable time.

The vehicle with which the pigments are united is of greater consequence than the pigments themselves, although good pigments are essential to good work, the finer they are ground the smoother the work and the more lasting the result.

The question, "How is gold leaf burnished?" is asked nearly every month by some one. Gold leaf is burnished by rubbing with refined raw cotton.

Good size and no varnish is the main secret of the gilder's art. Remember this, the longer the size holds its tack the greater will be the luster of the gold. The following size is the best ever discovered. Gold leaf will never lose its luster on this size: Take 1 pound of pure drying oil, put it in a metal pot with a cover; slowly add to this, after it has come to almost a boiling point, 4 ounces of pure gum animi; have your animi reduced to a fine powder, and add it little by little until you have it all in; give time to dissolve, continually stirring until it is of the consistency of tar; strain through a piece of silk into a bottle and keep well corked; thin to a working consistency with turps as wanted for use, mixing thoroughly. Nearly all the other sizes will not stand turpentine without destroying the luster.

As we have said before, it is THE BILLBOARD'S purpose to make this department superior to anything which has ever been published on sign painting; hence we invite a free and full discussion by our readers of any and all subjects of interest to sign painters. Any description of any new way of doing work, or of any device that facilitates labor, will be thankfully received and published on its merits. We will not publish your name or address if requested not to do so. Now, there is not a reader who has had any experience who is not onto some tricks of the trade which would be valuable to all. A mutual exchange of ideas is the most interesting part of any trade publication. Now come out, boys, and let us make this department a hummer. If you think you cannot write anything that will appear well in print, we will, at your request, rewrite it and put it in a presentable shape; so don't let that worry you. Just give us a brief and clear statement in simple language, and we will fix it for you. That's what we are paid for. However, as our space is limited, we would request all to be as pertinent as possible; that is, use the fewest words that will give a clear understanding of what you wish to write about. A great many refuse to write for fear of criticism. We will guarantee our correspondents that no personal criticism or anything of a knock-down character will be printed. BILLBOARD is not published on the "smart alick" plan, but is published for the purpose of getting at the facts connected with each of its various departments.

A NEW WAY TO FIRE OFF OLD PAINT.—I have used the following method quite successfully: Thin turpentine with gasoline, and spread it on the old paint to be burned off; allow a few minutes for the gasoline to evaporate. This leaves a thin coating of turpentine. Touch a match to this, and the paint will become sufficiently soft to take off with a scraper. Better not burn too large a place at a time, as the burned paint will harden some on cooling. This is a more successful way than by using pure turpentine. The thicker the paint the more turpentine and less gasoline required. With a little practice, this mixture may be regulated so that you can burn paint off and have no fear of scorching the wood.

Answers to Correspondents.

Our rule is not to mention the address of correspondents, but in this particular instance we do so for a reason which we herein explain. A sign painter of Cripple Creek, Col., has been having trouble in getting white lead to retain its whiteness on the black roof paint which has been so extensively used within the last few years. In his case, which appears to be an extreme, the black will show through the lead in a few hours, and eventually will become perfectly black and appears as if there had been no white paint used at all. We are sorry that we cannot offer any remedy that will overcome the difficulty; that is, a remedy cheap enough that there will be some profit in the work. Shellack, or any of the alcohol varnishes, will prevent the action of the acids in the asphaltum roof paint from reacting on the white paint, but they are too costly for so large a sign as he wishes to make. We corresponded with several painters on the subject, but so far there are none that have overcome the difficulty so that they may insure it in every instance. In fact, we never observed such an extreme case as he mentions. We offered several suggestions, one from personal experience and several from reference, but he says they were failures. Possibly the high altitude of his situation may be partly responsible for the vagery. The roof paint in question is a mixture of asphalt, coal tar, resin oil and thinned with benzine. This is an important question, as sign painters are frequently called upon to put signs on roofs that are painted with asphaltum paint, and we have never been able, nor have we knowledge of any painter who claims to have overcome the difficulty without using a spirit varnish.

After many experiments our correspondent thinks he has succeeded in solving the problem. He first washes the space with a strong solution of blue vitrol and water, claiming that this reacts on the acids in the asphaltum roof paint in such a way as to prevent the black from showing through. Then he uses a heavy mixture of white lead, gloss oil and whiting. He says this gives a beautiful orange. He thinks by washing two or three times with vitrol the white color may be preserved.

Another gentleman, to whom I submitted the question, thinks that to cover the space with water glass solution, then put the white paint on this, will do the work. I also find in an old copy of *Painting and Decorating* that a Philadelphia painter claims that to give the space to be lettered a flat coat of lamp black, mixed in boiled oil with Japan dryer, will, when the white lead is applied in two heavy coats, hold it secure. The difficulty is not because of the black color of the paint, but of the chemical action of the acids in the roof paint on the white lead.

If any of our readers have succeeded in overcoming the difficulty, the sign painting subscribers will feel thankful to them for publishing their method. We also invite a discussion by our exchanges, particularly *Painting and Decorating*, as it is a very important question to the advertising sign painter, particularly to the western fraternity, as a majority of large roofs west of the Mississippi are covered with this roof paint. Do not confound this alphaltum paint with graphite roof paint. It is frequently sold under the name of graphite paint, but there is not a particle of graphite (black lead) in it. Asphaltum roof paint always carries the smell of coal tar with it, and turpentine curdles it.

Why we ask for *Painting and Decorating's* ideas about it is for the reason it is publishing a series of articles on advertising sign painting.

WHAT THE DISTRIBUTORS ARE DOING

The Power of Organization.

To the thoughtful mind it would seem that the march of civilization emphasizes one very important fact, namely: That as the human race advances toward the higher stratas of civilized life the individual members, which we collectively call mankind, become self-reliant and are more dependent one upon the other. Reasoning further along these lines, we will find that civilization, which really means the permanent adoption of a friendly code of ethics, strengthens, broadens and improves mankind at the slight sacrifice of a few individual rights. As a consequence, men lean one upon the other for support.

The foregoing assertion is a brief compendium of philosophic facts. They prove beyond doubt that if the individual rights of any class of men are to be protected, organization is indispensable.

Advertising distributors have in the past few years been lifted from frauds, or secondary makeshifts, to the high position of representative business men. Of course, this position so occupied by distributors can chiefly be attributed to the great interest that the advertisers in general are taking in regard to outdoor publicity. But it has been left to an organization known as the International Association of Distributors to lift this particular branch of outdoor publicity upon a higher plane than ever attained before. Among the many things which this association has done is to bring together into an organization a body of men whose character and honest methods have won merited approval at the hands of the general advertiser, so that to-day the influence it is asserting is a power for good. The convention that was held in July drew together as fine a body of business men as ever assembled, the presence of the representatives of several advertisers clearly demonstrating the fact that the advertisers in general are watching it and its methods. Thus, it behooves every member to bestir himself, so that the incoming year may be one of great benefit to the cause. But is that all? Is there no higher pinnicle to which we may aspire than to simply bestir ourselves? What means this vast continent, from the Atlantic to the Pacific, from the lakes to the gulf, with its hundreds of men yet unheard of in the cause of outdoor publicity, and are only waiting for the touch of friendship's hand, or an encouraging word, ready to launch out and take hold of the possibilities and opportunities of making for themselves an honest livelihood as distributors and promoters of outdoor publicity all over this broad land?

Brethern of the I. A of D., herein lies the secret power of organization; herein is the glowing fire of fraternal brotherhood. Let us one and all, holding as it were the key which will unlock the floodgates of one of the highest ideals of a business enterprise, seek to strengthen our ranks with the noblest and best of our race.

EDW. B. BRIDGER,
Southern Press Agent.

Atlanta, Ga., Oct. 6, 1897.

The International Association of Distributors is now a successful organization—an accomplished fact. Its members have succeeded in establishing themselves and their association on a firm basis. They have won the appreciation and confidence of advertisers, and they are now beginning to reap the reward of their efforts.

Last month they made the first payment under their famous guaranted service act. McLaughlin, of Cripple Creek, while a member of the organization, collected for service which he failed to render. The Dr. Miles' Medical Co., of Elkhart, Ind., were the sufferers. They made claim for the amount of their loss, and filed same with the secretary, Mr. W. H. Steinbrenner.

The matter was promptly investigated by the Executive Committee, the loss properly appraised and the claim approved. It was paid immediately and in full.

And now comes the happy termination of the incident. The Dr. Miles Medical Co., through its vice-president, Mr. E. C. Beardsley, accepted the reimbursement for their loss, but in the following graceful letter to the secretary donated a like amount to the association:

Elkhart, Ind., October 8, 1897.

W. H. Steinbrenner, Secretary-Treasurer, Cincinnati, Ohio.

Dear Sir—We have watched for the past year with much interest the efforts of your association to lift the business of distributing from the mire and muck of happy-go-lucky dishonesty and place it upon a plane of respectable business integrity, and congratulate you upon the fact that the progress you have made indicates that the work is in the right hands and that you are pursuing the right methods.

In evidence of our appreciation of your efforts to promote honest distribution, we enclose you herewith New York draft for twenty-eight dollars and eighty five cents ($28.85), with our compliments, which we ask you to accept and devote to the furtherance of the good cause in which you are engaged.

In explanation of the seemingly "odd" figures, we beg to say that it is the exact amount refunded to us by an organization of honorable men in payment of loss incurred through the temporary (we hope) aberration of one of their number.

With best wishes for your success, believe us,
Yours very truly,

DR. MILES MEDICAL CO.
E. C. BEARDSLEY, Vice-President.

The Christmas issue of THE BILLBOARD will be the finest special number we have ever issued. Out November 28. Last form closes November 25.

W. H. Case, soliciting secretary of the I. A. D., reports business good. His new letter head gives the names of all the leading advertisers in the United States as patrons. Case does all the railroad work at Fort Wayne, Ind.

Geo. W. Vansyckle made a trip to Chicago recently. Van. got what he went after—money and more work.

THE BILLBOARD has the largest circulation of all the advertising papers.

Here are a few abstracts from letters that officers of the I. A. D. are receiving almost daily: "I have placed contracts with your Watertown and Appleton, Wis., members, and before many months go by we will have a good big list of I. A. D. members. W. H. S. says that all the boys are satisfied to pay the Dr. Miles claim; that is one reason I am giving your members the preference. I always feel safe to place my work in their hands. H. T. Hayes, General Manager Adv. The Dr. Chase Co."

"Thanks for sending us the list of distributors, as we intend to place our work with members of a reliable association in all cases where we can. L. E. Pinkham Co., per Hunt."

"Several of your members lost my work by not answering my letters promptly; most of them are terrible slow. H. T. Hayes, General Manager Adv. Dr. Chase Co., Philadelphia, Pa."

Why members do not answer letters promptly from a possible customer is what I don't understand. You certainly don't expect traveling agents to stop in one town until it pleases your royal highness to write. There are other distributors, you know, and if you want to make a success you must attend to business. Don't get it into your head that all there is to it is to join the I. A. D., and work will come into your office. It won't; you have to get up and hustle. We recommend and guarantee your service and help you wherever we can; when we have done that, our duty as officers is done. I hope no such complaint will ever be heard again.

J. T. Hudson, of Pittsburg, Pa., has returned from a successful business trip to Detroit, Mich., Toledo and Cleveland, Ohio, and Buffalo, N. Y.

The edition of the Christmas BILLBOARD will be 15,000 copies.

Use every man with whom you have business as a gentleman until he proves otherwise, then have nothing further to do with him.

The following matter has recently been distributed in Cincinnati: Merrill, Soule Co., "None-Such Mince Meat," folders; Dr. Kilmer Co., books; Howard Drug and Medical Co., circulars; Lydia Pinkham Medical Co., booklets; Dr. Chase Co., Food Cure, circulars; Wells & Richardson, books; A. C. Meyer & Co., pocket memorandum; Emerson Drug Co., memorandum book. Several local houses are doing work through the D. T. Co. messenger boys' service. Enough said.

Cottrill Bound for Klondyke.

Attorney Alexander Young and W. R. Cottrill, the retired bill poster, are making arrangements for a gold mining expedition to Alaska in the spring. They are working upon a scheme which contemplates the mining of the bed of the Yukon river. It is their belief that the bed of that great stream would furnish a more prolific source of gold than any yet discovered in the land of ice and snow. They will not attempt to dredge or shovel up the bottom of the river, as many have proposed, but will go about it in a more thorough and systematic manner.

Their scheme contemplates the construction of a boat equipped with a caisson, modeled after those used in finding bed rock for the foundation of bridge piers. On the presumption that the free gold lies hidden at the bottom of the river in the crevices of the bed rock, the caissons will be sunk at points considered favorable. It is estimated that millions of dollars could be cleaned up in that manner of mining during the summer months. When winter comes the party could pull out of the country and run down to San Francisco with a paltry $50,000,000 or $100,000,000 on board.

Mr. Young is of the opinion that the caisson method is the only practicable one for mining in the bed of the Yukon river. All other schemes which have in view the dredging of the river he considers impracticable.

"Dredge boats and sand pumps will not hit the spot," said Mr. Young to a reporter. "In the first place, a dredge boat will not reach bed rock, where the gold is always found in large and paying quantities. A sand pump which sucks up rocks will be of no more avail than the dredge. To get at the gold which must lie at the bottom of the Yukon, it is necessary that it be mined as systematically as the claims in the diggings. The caisson which we contemplate using will cover about fifteen square feet.

"In some of the mines already worked as much as $45,000 has been taken out of a shaft about 15 feet square. On the theory that the bed of the Yukon is twice as rich as the adjoining creeks, we would clear about $100,000 every time that the caisson was sunk to the bed rock.

"When it is considered that all of the creeks emptying into the Yukon contain more or less placer ore, it is very reasonable to suppose that the river, into which all these creeks empty, flows over a bed of golden ingots. For centuries the adjoining creeks have been pouring their golden store into the river, and the big stream in turn has no doubt sent millions and millions of dollars into the ocean"—*St. Louis Republic.*

THE BILLBOARD has more paid in-advance subscribers among fair managers than all other papers combined.

Advertise in the Christmas edition of THE BILLBOARD.

THE BILLBOARD has more paid-in-advance subscribers among distributors than all papers combined.

THE BILLBOARD has more paid-in-advance subscribers among sign painters than all other papers combined.

LIST OF 1897 FAIRS.

This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely Free of Charge.

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ALABAMA.

Anniston Calhoun county Fair Nov 9 to 12

ARKANSAS.

Monticello Monticello Fair Oct 13 to 16 J J Whitaker sec
Pine Bluff Pine Bluff Fair Oct 19 to 22

CALIFORNIA.

Fresno Oct 12 to 20 L Rockman manager

FLORIDA.

Lake City Tobacco Fair Oct 27 and 28

GEORGIA.

Atlanta State Fair Pope Brown pres Hawkinsville Dr Sam Hape sec
Lawrenceville Gwinnett county Fair Oct 19 to 22 Maj W E Simmons pres W G McNelley sec
Waycross Waycross Fair assn Nov 2 to 6 W W Sharp sec

IDAHO.

Boise Inter-Mountain Fair Oct 12 to 17

ILLINOIS.

Carrollton Green county Oct 12 to 15 S E Simpson sec
Eldorado Oct 12 to 15 J N Elder pres C M Westbrook sec

KENTUCKY.

Greenville Muhlenburg county Fair Assn Oct 12 to 16 Dr T J Slayton pres W L Phillips sec

MARYLAND.

Frederick City The Frederick Fair Oct 19 to 22 Harry C Keefer sec
Hagerstown Oct 12 to 15

MISSISSIPPI.

Natchez Natchez Fair assn Nov 15 to 20
Vicksburg West Mississippi Agr society Nov 8 to 13 J A Conway sec

MISSOURI.

Cape Girardeau Southeastern District Agr Socy Oct 12 to 16 E H Engelmann sec

MONTANA.

Dillon Dillon Fair and Racing assn

NEW MEXICO.

Raton Northern New Mexico Fair assn

NEW YORK.

New York City American Institute Fair Sept 20 to Nov 4 Madison Square Garden Mr Chasseaud genl manager

NORTH CAROLINA.

Burlington The Alamance Fair Oct —— S H Webb sec
Fayetteville Cumberland county agr assn Nov 10 to 12 G W Lawrence sec
Maxton Border Exposition Oct 27 to 29 M McNair pres W B Harker sec
Raleigh State Fair Oct 18 to 23 John Nichols sec Bennehan Cameron pres
Rocky Mount Rocky Mount Fair Oct 27 to 29 W S Wilkinson sec Richard H Battle pres
Rutherford Oct 27 to 29 D F Morrow sec
Shelby Rutherford county Fair Oct 27 to 29 D F Morrow sec
Winston Tobacco Fair Nov 4 to 6

PENNSYLVANIA.

Bloomsburg Columbia county Agr society Oct 13 to 16 R W Smith pres J C Brown treas A N Yost sec
Philadelphia Penn Horticultural society Nov 9 to 13 David Rust sec

SOUTH CAROLINA.

Columbia South Carolina A and M Fair Nov 8 to 12
Cheraw Cheraw Agr Fair Nov 22 to 26 R C Watts pres T S Gregory sec
Charleston Oct ——

TEXAS.

Beton Bell county fair assn Nov —— Ben D Lee pres L K Tarver sec
Corsicana Corsicana fair assn Oct 12 to 15 T B Roberts pres T D Hightower sec
Dallas State Fair and Expo Oct 16 to 31 L M Knepfly pres Sydney Smith sec and mgr J B Adone treas
Houston Fruit Flower and Vegetable Festival Dec 6 to 11
New Braunfels Comal county fair assn Oct or Nov H Landa pres F Simon sec
Victoria Southwest Texas fair Nov 2 to 5 L D Heaton pres L N Hofer sec

VIRGINIA.

Lynchburg Oct 12 to 15

Races.

Richwood O Oct 12 to 15
Medford Mass Com Park Oct 12 to 15
Bloomsburg Pa Oct 13 to 16
Morris Park N Y Westchester Racing assn Fall meetinng Oct 14 to Nov 2
Medford Mass Oct 19 to 21
Raleigh N C Oct 18 to 23
Saugus Mass O t 26 to 30
Lexington Ky Oct 5 to 16
Aberdeen S D State Fair Oct 11 to 16
Medford Mass Oct 13 to 15
Louisville Ky Oct 18 to 20

Expositions.

Nashville, Tenn. 1897. May 1 to Oct. 31.
Niagara Falls N Y Pan-American Exposition 1899 R C Hill sec
Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898

Poultry Shows.

Ansonia Conn Ansonia P and P Assn Jan 26 to 29 G A Hill sec
Ashley O Ashley P and P S Assn Nov 22 to 26 H A Bridge j E C Sipe sec
Asheville N C Jan. 4 to 7 1898 F E Hege sec Raleigh N S
Amesbury Mass Amesbury Poultry and Pet Stock Assn Nov 30 to Dec 3 M H Sands secy
Ashland O Ashland Co P Assn Dec 22 to 25 H A Mykrantz sec
Auburn Neb Nemaha Valley P Assn Nov 30 to Dec 3 Rhodes J L L Alspaugh sec
Bloomington Ill Bloomington P Assn Dec 14 to 18 B N Pierce J I D Shipley cor sec Normal Ill
Elufton O Consolidated P Assn Feb 1 to 5 H A Bridge J D J Kohli sec
Boston Mass Jan 17 to 21 A R Sharp supt Taunton Mass
Buffalo N Y Erie Co P Breeders' Assn Jan 3 to 8 E C Pease sec Hamburgh N Y
Canton O Canton P Assn Jan 4 to 7 F H Shellabarger j Wm Friedman sec
Cedar Rapids Ia Linn Co P Assn Jan 10 to 15 B N Pierce J Chas H Playter sec
Charlotte N C Charlotte Poul Assn Jan 12 to 15 W M Barringer sec
Chicago Ill National Fanciers' Assn Jan 24 to 29 Chas S Weaver sec 100 Washington street
Cleveland O Northern O P and P S Assn Dec 6 to 12 F R Hunt sec
Clinton Mo S W Mo P Assn Dec 14 to 17 W H Talbert sec
Coulterville Ill Egyptian P assn Dec 14 to 16 Samuel Eyre sec
Dallas Tex Dallas P P and P S Assn Dec 7 to 11 H M Skelton sec
Davenport Ia Eastern Iowa A P and P S Assn Jan 17 to 20 I B Voss sec
Danbury Conn Danbury and Bethel P Assn Dec 8 to 11 F Bowman sec
Detroit Mich Michigan State P and P Assn Jan 3 to 8 F W McKenzie sec Concord Mich
Dixon Ill Rock River Valley Poultry Assn Dec 14 to 18 Shellabarger J F W Fargo sec
Elmira N Y Dec 6 to 11 E W Andrews sec
Erie Pa Northwestern P and Pet Stock assn Dec 28 to Jan 1 A E Blethan sec
Fall River Mass Dec 1 to 4 H S Winslow sec
Fayetteville Ark Jan 20 to 24 John C Snyder judge J W Butler sec
Fitchburg Mass Fitchburg P and P S Assn Dec 28 to 31 J D Brown sec
Geneseo Ill Geneseo Poultry Show Jan 3 to 7 W S Russell j Wm G Warnock sec
Glasco Kan Cloud Co Poul Assn Dec 27 to 29 M E Potts sec
Gloucester Mass Cape Ann Poul Assn Jan 11 to 15 F H Abbott sec
Grand Ridge Ill Grand Ridge Poul Assn Dec 28 to 31 L W Robinson secy
Guthrie Okla Oklahoma State Show Assn Jan 3 to 6 H B Savage j L F Laverty sec
Hackensack N J Hackensack Bantam Show Dec 8 to 10 John A Gamewell sec
Hamilton Va Old Dominion P and P Assn of Loudoun Co Nov 2 and 3 R J N Reed sec
Hartford Conn Jan 10 to 15 Geo P Merritt sec P O box 789
Haverhill Mass Merrimack Valley Poultry Assn Dec 28 to 30 Geo H Greenman sec
Henry Ill Illinois Valley P Assn Jan 31 to Feb 3 B N Pierce judge A G Humphrey sec
Indianapolis Ind Indiana State P Assn Jan 10 to 15 Thos W Pottage sec
Independence Mo Jackson Co P Assn Nov 25 to 27 Theo Hewes j Wm Bostasn Sec
Johnstown N Y Adirondack Poultry and Pet Stock Club Nov 24 to 27 Frank Randall pres H J Quilhot sec
Kalamazoo Mich S W Mich P Assn Eec 28 to 31 H A Bridge j C W King sec
Kansas City Mo Mid-Continental P Assn Dec 23 to 30 F M Slutz sec
Kirksville Mo North Mo P and P S Assn Nov 15 to 17 E M Durham sec La Plata Mo
Lanarck Ill N W Ill Poul Assn Jan 3 to 8 G W Sword sec
Lansing Mich Central Mich P Assn Dec 20 to 25 H A Bridge j Chas A Crane sec
Leavenworth Kas Nov 24 to 26 T W Southard j H C Short sec
Lebanon Mo Laclede Co P Assn Nov 29 to Dec 4 F W Hitchcock J Geo H Hinds sec
Lenox Mass Berkshire Co P P and P S Assn Jan 11 to 13 L H Peters sec
Lincoln Ill Logan Co P P and P S Assn Dec 21 to 24 A B Shaner j F A Hickman sec
Lisbon O Beaver Falls Poul Assn Jan 25 to 28 Seth P Scott sec
Little Rock Ark Arkansas Poultry Assn Dec 1 to 4 H B Savage j W H Westbrook sec Pine Bluff Ark
Logansport Ind North Central Ind P and P S Assn Jan 19 to 25 S D Brandt sec
Los Angeles Cal Los Angeles Co Poultry Assn Jan 10 to 16 Henry W Kruckeberg sec
Louisville Ky Kentucky State P Assn Jan 10 to 15 H A Bridge J V Bicknell JJ J R Mount sec Lagrange Ky
Mansfield O Mansfield P P and P S Assn Dec 29 to Jan 1 C W Etz sec
Miamisburg O Miami P Assn Dec 1 to 6 H A Bridge J Oliver L Dosch sec
Milford N H Milford P and P S Assn Jan 10 to 12 W D Sargent sec
Milford Mass Norfolk Co Poul Assn Dec 14 to 17 W H Pyne secy
Moline Ill Western Ill P and P S Asfn Nov 23 to 27 Chas F Kammerer sec Rock Island Ill
Mt Ayr Iowa Ringgold Co P Assn Nov 24 to 26 W S Russell j W E Burleigh sec
Nashville Tenn Tennessee Poultry Pigeon and Pet Stock Assn Jan 11 to 15 J M Hopkins sec
New Haven Conn New Haven Poultry Assn Dec 29 '87 to Jan 1 '98 N D Forbes sec Montowese Conn
New London Conn Eastern Connecticut P Assn Dec 15 to 18 Chas B Smith acting sec
Northville Mich Northville Fancy Poul Assn Dec 5 to 11 A D Brooks sec
North Adams Mass Hoosac Valley P and P S Assn Dec 1 to 4 A G Nichols cor sec
Oakland Cal Pacific Poultry and Pigeon Assn Dec 9 to 14 1897 Frank Seed sec San Francisco
Oneonta N Y Oneonta P and P S Assn Nov 30 to Dec 3 Arthur J Relyea cor sec
Ottawa Kan Franklin Co P Assn Dec 30 to Jan 4 John C Snyder j Mrs D F Heiser sec
Ottumwa Ia Des Moines Valley Poul Assn Dec 17 to 24 C W Wixey secy
Owensboro Ky Owensboro Poul Show Dec 29 to Jan 1 Hugh A Gilbert sec
Oxford O Oxford Poultry Assn Nov 23 to 26 Henry D Gath sec
Palmyra Ill Palmyra H Club Dec 21 to 24 F W Hitchcock j S A Rigg sec
Paola Kan Miami Co P Assn Dec 8 to 12 J W Wale j E E Johnson sec
Parsons Kas Parsons and S E P Assn Dec 7 to 10 B N Pierce J J R Alexander sec
Peabody Mass Essex County Poul Assn Jan 5 to 8
Peoria Ills Peoria Feathered Stock Assn Jan 4 to 8 Dr J Oglesbey Gable sec Peoria Ill
Peoria Ill Peoria P and P Assn Jan 4 to 8 Geo O Brown j T A Godel sec
Pittsburgh Pa Pittsburgh Fanciers Club Jan 10 to 15 W F Barclay sec 1520 Fifth ave
Princeton Ill Central Illinois P Assn Dec 20 to 25 A C Best sec
Prophetstown Ill Rock River p Assn Dec 7 to 11 W W Mover sec
Providence R I Rhode Island P Assn Dec 8 to 11 H S Babcock secy
Riverside Cal Riverside County Poultry Assn Dec 9 to 11 1897 V Tresslar sec Riverside
Rochester N Y Rochester P P & P S Assn Jan 10 to 15 John J Beveridge sec 88 Lowell street
Rochester N Y Rochester Fanciers Club Dec 20 to 27 J F Tallinger sec
Rockford Ill Northern Illinois P Assn Jan 10 to 15 McClave J A H Currier sec
Sacramento Cal California State Poultry and Kennell Assn Dec 1 to 5 1897 Matt Coffey sec Sacramento
Sandusky O Associated Fanciers Assn Dec 21 to 24 E G Rogers sec
San Jose Cal Santa Clara Valley Poultry and Kennel Club Nov 22 to 27 1897 C R Harker sec
Santa Ana Cal Orange County Poultry Assn Dec 1897 Mrs Flora McFadden sec Santa Ana
Sedgewick Kas Harvey Co Poultry Assn Dec 6 to 11 W M Congdon sec C H Rhodes J
Seneca Falls N Y Seneca Poultry and Pigeon
Seymour Conn Seymour P and F Assn Dec 22 to 25 H D Hendrick sec Shelton Conn
Assn Nov 29 to Dec 2 Fred Hobel sec
Shelby N C Dec 7 to 10 F J Marshall and F E Hege judges R L Simmons sec
Spartanburg S C Piedmont Poul Assn Dec 15 to 19 Geo H Northrup and F I Marshall judges B W Getsinger sec
Springfield O Springfield Fanciers Assn Dec 28 to Jan 1 Chas McClave j W H Holmes sec
St Louis Mo St Louis Fanciers' Assn Dec 13 to 18 J H Ahrens sec Butterfield and Bridge J
Sturgis Mich Sturgis P and P Assn Dec 20 to 25
St Johnsbury Vt Vermont P and P S Assn Jan 25 to 28 F M Ranney sec
Tacoma Wash Tacoma P Assn Dec 26 to 31 Stephen Holbrooke sec
Titusville Pa The Titusville Poultry Assn Dec 14 to 17 C M Hayes sec
Topeka Kas Western Pigeon Club Dec 14 to 21 F M Gilbert J M F Hankla sec
Toronto Canada Toronto P P and P S Assn Dec 16 to 20 R Durston sec 42 Austin ave
Troy N Y Hudson Valley P P and P S Assn Dec 9 to 15 Warren T Lord sec
Waco Tex Texas State Poultry Assn Dec 28 to 31 Felch Owen and Savage judges R A Caruthers sec
Waco Tex H P Savage and A P Miller judges Nov 10 to 12 S K Ltrecker sec
Ware Mass Ware P and P S Assn Jan 5 to 7 W H Rivers sec
Washington C H O Southern O P Assn Jan 11 to 15 W R Dalbey sec
West Chester Pa West Chester P and P Assn Dec 15 to 18 G O Brown and A E Warner judges F D Reid sec
Wichita Kan Associated Fanciers of the Arkansas Valley Dec 8 to 11 Theo Hewes j J R Dutton sec
Wilkesbarre Pa Wilkesbarre P P and P S Assn Dec 27 to Jan 1 E S Kirkhuff sec
Winslow Ill Dec 6 to 11
Xenia O S W Ohio Poul Assn Jan 19 to 24 A G Spahr sec

Dog Shows.

Brooklyn N Y Metropolitan Kennel Clubs Thanksgiving week G M Carnochan sec pro tem
Newton N C Eastern Field Trials Club Nov 15 S C Bradley sec
Pawtucket R I Rhode Island Poultry Association's Dog Show Dec 8 to 11 F Otto supt

Horse Shows.

Chicago Ill Coliseum Nov 2 to 13
Cleveland O Central Armory Nov 2 to 6 J B Perkins manager
New York City Nov 15 to 20 Entries close Oct 25

CONVENTIONS,

Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason prove of importance to advertisers, showmen, streetmen, general passenger agents, etc. The list is carefully revised and corrected monthly.

Baltiomore Md Supreme Council of Chosen Friends 3d Tuesday Sept 1899 S K Wagner supreme sec Phila Pa
Boston Mass American Poultry Assn July 18 1898
Boston Mass Sovereign Grand Lodge I O O F 1898
Boston Mass New England Sportsmen's Exhibition March 14 to 26 sec 216 Washington st Boston
Boston Mass Ancient Order Hibernians July 1898 Jas O'Sullivan nat sec Philadelphia Pa
Buffalo N Y W C T U Convention Oct 29 to Nov 3
Chattanooga Tenn National Educational Assn Feb 1898
Chicago, Ill. National Association Moulding and Picture Frame Manufacturers. Dec 15.
Chicago Ill First Church of Christs Scientists Nov 14 and 15
Chicago Illinois Agr Fair Coliseum November
Cincinnati O Catholic Knights of Ohio 1898 James A Dailey sec Toledo O
Cincinnati O Grand Council R A M Sept 27 1898
Cincinnati O Grand Chapter Sept 28 und 29 1898
Cincinnati O National Embalmers' Assn 1898
Cincinnati O Supreme Council Ancient Accepted Scottish Rites Sept 20 1898
Cincinnati O Beta Theta Pi Fraternity Annual Convention July 1898
Cincinnati O National Laundrymen's Assn 1898 H W Stoer sec Cleveland O
Cincinnati O National Encampment G A R
Cincinnati O Grand Court Ohio Foresters 1898
Cincinnati O Brotherhood of Locomotive Firemen Jan 21 J V Reynolds sec Cleveland O
Cleveland O Brewmasters' National Assn Sept 1898
Columbus O Welsh Eisteddfod Jan 1 1898
Columbus O International meeting Farmers' Institutes Oct 27 and 28
Cynthiana Ky National Fox Hunters' Assn Nov 15 F J Hagan sec
Dayton O Southern Diocese of Ohio Convention Bishop Vincent Cincinnati chairman Dates not set
Detroit Mich American Society of Civil Engineers July 1898
Evansville Ind State Y M C A Nov 4 to 7
Grand Rapids Mich Railroad Master Blacksmith's National Convention 2nd Tuesday Sept 1898 D D Garrabrant sec Atchison Kas
Harrisburg Pa Patrons of Husbandry Nov 10 to 20
Indianapolis Ind Conclave of the Supreme Lodge K of P August 25 1898
Indianapolis Ind Convention of Christian Churches Oct 14 to 21
Indianapolis Ind Convention Improved Order of Red Men Sept 1898
Indianapolis Ind National Laymen's Convention M E Church Oct 1898
Indianapolis Ind National Convention Epworth League 1899
Kansas City Mo Colored Baptists Sept 1898
Kansas City Mo American National Baptist Convention
Milwaukee Wis Army of the Tennessee Oct 27 and 28
Milwaukee Wis National Builders' Assn Feb 1 1898 Wm H Savward sec Boston
Milwaukee Wis Episcopal Church Missionary Council Oct 19 to 21
Mt Clemens Mich Convention of Gas Men May 19 to 21 1898
New York City Commercial Travelers' Fair February 28 to March 5, 1898 Alfred Chasseaud manager
Omaha Neb National Road Parliament 1898
Orlando Fla National Good Roads Congress Feb 2 1898
Paducah Ky Eclectic Medical Assn Nov 16 to 17
Peoria Ill Annual meeting Grand Lodge K of P Oct 19 to 22
Philadelphia Pa German American Journalists' Assn Date not decided
Philadelphia Pa National Convention Master House Painters and Decorators of the United States Feb 12 to 14 1898
Philadelphia Pa National Assn of Agricultural Implements and and Vehicle Manufacturers 1898
Philadelphia Pa New England Cotton Manufacturers Association Oct 27 and 28
Pittsburg Pa Grand encampment of Knights Templars 2d Tuesday in Oct 1898 W B Melish Fr Junior Warden
Pittsburg Pa National Brick Manufacturers Feb 1898 T A Randall sec Indianapolis Ind
Richmond Ind National Conference of Friends Aug 1898
Rochester N Y W C T U Nov first week
San Francisco Cal Northern Baptist Convention 1899
Syracuse N Y Semi-Centennial Oct 11 to 17 1898
Toronto Can World's W C T U Convention. Oct 23 to 26
Toledo O Letter Carriers' National Con 1898
Toronto Can Canada W C T U Convention Oct 20 to 23
Washington D C National Convention Spiritualists Oct 19 to 21
Washington D C National Board of Trade Dec 14
Wheeling W Va Reunion of the Society of the Army of West Virginia 1898
Williamsport Pa Union Veterans Legion 2nd Wednesday Oct 1898

LETTERS TO THE EDITOR.

Under this heading the publishers invite a free and full discussion of any and all matters of interest to advertisers, bill posters, distributors, sign painters and Fair managers, when couched in courteous language. Of course we do not necessarily endorse the views and opinions of our correspondents.

Indianapolis, Ind., October 16, 1897.

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—Please insert the enclosed ad in my usual space in BILLBOARD, and kindly give it as conspicuous location as possible. Get it in October number if possible; if not, November number will do.

Business is excellent with me, and much work contracted for the future. In fact, it is keeping us all on the constant hustle to make room for the next.

We have just completed distributing 40,000 samples of Polar Bear Tobacco, 30,000 folders of "None-Such New England Mince Meat," 30,000 Lydia Pinkham's booklets, 30,000 Paine's Celery Compound booklets, 9,000 Butterick Pattern sheets, 10,000 folders for Dr. Carter & Co. (local), etc. In our ad, on another page, will be found an article showing what is thought of our service by Messrs. Luhrman & Wilburn, manufacturers of Polar Bear Tobacco, Cincinnati, O.

Navy and Star Soaps are being advertised by house-to-house distribution here, and the work is being very nicely done; do not know who is doing it, although we believe it is their own agent. Allen's Foot-Ease is again being very poorly sampled, the samples being thrown on the porches and stoops, the work being done by men old enough to know better than to waste it thus.

The fight between the bill posters on the board at Alabama and Fort Wayne avenues is still on, as we notice a Snyder's Catsup stand, Lea & Perrin's Sauce 8-sheet and a number of other posters ruined with blank paper. Bill posting seems to be on the increase, the boards being about full at all times.

Yours truly,
VANSYCKLE ADVERTISING CO.

Hillsboro, Tenn., October 10, 1897.

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—We will try and write a few lines for your valuable paper and let the people know what we are doing down in Tennessee.

Our boards are kept covered with paper all the time, and we have been compelled to build new boards to accommodate our patrons. We have have had on our boards for the past thirty days 50 3-sheets of Ivory Soap, 68 sheets of Ayer's Pills, 100 sheets of Old Virginia Cheroots, 100 sheets of Lenox Soap, 200 sheets of Thiel County Fair, 200 sheets of gents' furnishing goods, 50 3-sheets of Texas State Fair and 50 fair hangers Forepaugh and Sells Brothers are going to use our boards October 28.

We are expecting a shipment of distributing from Dr. Miles' Medical Co.

We will send copy for ad in Xmas number in a few days. Hoping you much success, we are

Very Respectfully,
PHILLIPS BROS., Bill Posters.

San Francisco, Cal., October 7, 1897.

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—In addition to owning the largest plant in San Francisco and controlling Oakland and Alameda county, we have now added the following towns, where we shall conduct the bill posting and painted sign business:

Sausalito, population 1,400; Mill Valley, 1,500; San Rafael, 300; Ross Valley, 1,600; Ignacia, 500; Petaluma, 3,700; Santa Rosa, 6,000; Fulton, 400; Geyserville, 500; Cloverdale, 800; Pieta, 400; Hopland, 750; Ukiah, 1,700; Napa, 4,500; Vallejo, 7,500; Beniola, 2,400; Port Costa, 750; Martinez, 1,750.

We are erecting all our fences ten and twenty feet high, and have already received some very large orders. Business with us in San Francisco, Oakland and Alameda county is simply wonderful, both in painted signs and bill posting, and we keep constantly eight carpenters employed building fences to keep up with the demand for space. Respectfully yours,

SIEBE & GREEN.

Rockville, Ind., September 30, 1897.

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—I have been reading your valuable paper for a long time, and I read everything of importance.

In a recent issue of your valuable yaper you had an article on "Village Bill Posting," which was very interesting. I will tell my fellow bill posters how I run my plant and make money.

First, I get all new boards in good locations; second, give an advertiser what he pays you for; if it be thirty days' showing, give it to him; do not cover it up until it is dead. If a circus comes along and offers you more money for the space the advertiser has and his paper is alive, do not say, "Well, his paper has been up long enough, so you can cover his paper." There are lots of ways for bill posters in small towns to make money. I get out a monthly bulletin, and I am at present getting out a Parke county directory, with the names of every person in the county, the town they live in, their rating and their occupation. Every bill poster can work up a good business if there is any hustle to him. If a village bill poster wants to build up a good business, let him give what he contracts for.

I will admit it is very hard to get bill posting for the smaller towns. I want to say here that every sheet of paper that was ever sent to me went up and stayed up until it was dead, and if every village bill poster would do the same way it would not be long until advertisers would have confidence in village bill posters. But just as long as they keep giving poor work they will be looking for a job with some one ring circus.

The most important thing for a bill poster to do is to give an advertiser what he pays for.

I will let any man visit my billboards after he has had his paper posted, and he will find every sheet of it up. There is something about boards that all bill posters don't think alike about—that is the location of a board. I have my boards located in the town of Rockville, and I find most all my space is full. I have seven big boards on each road leading to the city. These boards are seen by more people than all my boards up in town. These boards are at the edge of town, and I believe a bill poster will find that he will get better results by putting his boards at the edge of any town, so the farmers can see them. I have been getting out a bulletin and distributing them when business was a little slack.

Rockville, Ind., has a population of 2,500, and is in one of the best counties in the state. I am the only bill poster in the county, and I have work all the time. I make every town in the county, and do bill posting, distributing and sign tacking, and am able to give an advertiser good work and get his paper up quick.

I have my boards all full this month with Buffalo Bill's Wild West, McMurtry & Butler (local), E. S Bernbeck (local), A. Herze, Terre Haute; Simmond's Liver Regulator, Cabbage Leaves Cigars, Santa Barona, and a lot of local work.

Well, I have told you about all I can for this time. Hoping all village bill posters will do good work and be successful.

Yours respectfully,
EMMETT LITTLETON,
City and Suburban Bill Poster and Distributor.

Peru, Ind., September 30, 1897.

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—Your favor of the 29th inst., enclosing check in payment for posting the Davy Crockett Cigar paper, at hand. Many thanks for your promptness in paying same. Business is booming in Peru this fall, more local paper on our boards than ever before. Peru is enjoying one of the greatest oil booms in the history of the country. Hotels and boarding houses are crowded to overflow with strangers, and there seems to be no end to money ready to be invested in oil plants, and property is commanding good prices.

I have added 340 feet of new billboards to my plant, besides fifteen eight-sheet and twenty-five three-sheet boards, and I think I am safe in saying that Peru has got more good billboards and more centrally located than any town of equal size (9,500) in Indiana. Thanking you for the highly complimentary letter and your patronage, I beg to remain

Yours very truly,
CHAS. W. STUTESMAN.

P. S.- I haven't received the September number of THE BILLBOARD to date. I feel lost without it. C. W. S.

Kenosha, Wis., October 4, 1897.

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—The past month has been a very successful one, but, taking all in all, I have no kick coming on the whole summer, having almost continually worked day and night. This month I have Milwaukee Exposition for a large showing, best of the season; Girl from Paris Cigar (Hoke), Davy Crocket Cigar (Billboard Co.), Durham Tobacco (local), Gotham Hat (local), Bicycle Races (local), Singer Sewing Machine (local), Wolff Clothing, Racine (Tiede), Uncle Jerry Pancake Flour, Windsor Band Concert (local), Dr. Pierce's Remedies (Hoke), second showing.

I have opposition here, but as far as work is concerned I don't know it. I get everything in sight. The Kenosha, Milwaukee and Racine electric road will be in operation in a few weeks, and I expect to work boards along their route. As soon as I have my posting done I shall get after our local merchants and touch them up for fall advertising. I have a trunk full of good No. 1 Donaldson samples, but have been so busy that I have never had a chance to push such a good thing as they are.

Hoping BILLBOARD may live forever, I am

Yours in "Paste," "Brudder Ike."
JAKE J. DISCH.

Winona, Minn., October 3, 1897.

Editor THE BILLBOARD,
Cincinnati, O.

Dear Sir—Kindly allow me space to make my report in regard to business done here the past two months. I have done a great deal of posting and distributing. Have posted as follows: For Liggett & Myers, 50 8-sheets; National Cigarette and Tobacco Co., of New York, 20 8-sheets; Geo. R. Newell Co., Minneapolis, 300 1-sheets; Krohn, Feiss & Co., Cincinnati, 25 12-sheet stands; Haas Bros., Cincinnati, 10 12-sheet stands, 30 3-sheets; Dr. M. C. Davis, Frankfort, Ind., 10 16-sheet stands; Philharmonic Society (city), 75 3-sheets, 50 1-sheets; Smith & Terry (city) 50 2-sheets; Grocers' Excursion, 250 1-sheets; Lynch & Henry (city), 50 2-sheets; Winona Street Fair, 300 1-sheets; H. H. Lee (city), 24 8-sheets; M. Jacoli, 60 1-sheets; Bicycle Race, 320 1-sheets; Singer Manufacturing Co., 3 8-sheets; R. A. Gernes, 42 1-sheets, Hauer & Flick, 10 8-sheets; F. E. Gartside, 25 3-sheets; Mrs. F. Brandt, 50 1-sheets; La X Fair, 60 3-sheets; Minnesota State Fair, posting and tacking signs; Lippincotts Co., 80 3-sheets; manager opera house, 2,761 sheets; Santanelli, 295 sheets; McMahon Bros'. circus, 503 sheets. Distributed also for new furniture house, this city, 300 circulars; Jackson & Rademacher, city, 4,000 circulars; Cream of Wheat Co., Minneapolis, several thousand.

The coming month is bringing more work, as I have already several contracts on hand.

Thanking you for space, I remain

Yours truly,
HENRY WERNER.

Joliet, Ill., October 18, 1897.

Editor THE BILLBOARD,
Cincinnati, O.

We beg to advise you of one Mallory. Description—Height 5 feet 5 inches, weight 165 pounds. He pretends to be a member of the G. A. R., and wears the button. He came here to give an entertainment for the relief corps, "The Spy of Chattanooga." He collected all the money he could obtain from tickets and skipped, leaving three weeks' board bill for him and his son, all advertising, bill posting and several other bills unpaid. He was a fraud, and we wish to publish him as he deserves.

Yours truly,
DELONG & BIEDERMAN,
Bill Posters, 303 North Joliet St.

Mr. Louis Heilbroner, of Fort Wayne, Ind., has taken charge of the bill board surrounding the court house square in that city, for Mr. S. C Lumbard, and will soon have a choice array of artistic paintings and advertising legends covering the big fence.

Subscribe now. THE BILLBOARD one year—one dollar.

Charley Orange, while fixing a billboard in the north end of town, fell from his ladder. In falling his right hand caught on a broken board, badly lacerating the flesh.—Olympia (Wash.) *News.*

THE ADVERTISING MAN.

You may talk about your editors who sit in easy chairs
And try to run the whole concern and put on lots of airs,
And seem to make the people think it's what they have to say
That keeps the business on the move and makes the paper pay;
But don't you ever think it, for the whole truth really is:
The editor's not in it with that huge conceit of his,
For there's only one essential in the whole newspaper plan—
Success depends alone upon the advertising man

The men who edit manuscripts and write the funny stuff
Within the little fields they fill may answer well enough;
The sporting and dramatic men and small fry such as those
Who gobble all the passes and who visit all the shows;
And likewise, too, the poets who insist they must rehearse
The simple things they have to say in blind and halting verse,
They, one and all, have understood since papers first began
That they were mere assistants to the advertising man.

'Tis true the advertising man has naught to do but talk,
Yet he's the one who, after all, permits the ghost to walk,
For, while the editors their pens in trashy stuff engage,
He toils on something worth the while—the advertising page,
And if you'll but investigate sufficiently you'll find
He works more men and hours than the others all combined.
To him belongs the victor's crown—this brave catch-as-catch-can,
Keen, money-getting, business-booming, advertising man.

—*Boston Traveler.*

Advertise in THE BILLBOARD Christmas number. Mailed free to ten thousand advertisers.

P. B. Oliver, of Findlay, Ohio, accompanied by his wife and daughter left October 11th for a tour of the great lakes. They will go as far as Duluth stopping enroute at Toledo, Detroit, Macinac and Sault Ste Marie.

ENGLAND.

While several more or less ambitious spirits in the United States have been dreaming about a combine or bill posting trust in the United States, an enterprising Englishman, by the name of Robert Youde, has gone ahead and acquired possession of every important plant in the United Kingdom. He now owns absolutely every plant (with few exceptions) in England, Ireland, Scotland and Wales, and under the caption of "Youde's Limited," completely controls all the bill posting in the British Isles. In order to make his hold the more secure, Mr. Youde has also acquired control of the famous printing house of David Allen & Sons, of Belfast, London, Harrow and Manchester, including all their premises, machinery, stock, etc. Mr. J. J. Bennell, formerly editor of the *Bill Poster*, is secretary of Youde's Limited, which in America would be termed a corporation or big stock company.

OUR NEW CHRISTMAS POSTERS FOR RETAIL MERCHANTS ARE NOW READY.

We are a little bit late with them this year. The delay could not be avoided. We have been so busy with Theatrical, Fair, Poultry Show and Bench Show Posters, that we could not take up our Holiday Posters until fully two months later than usual. But, though belated, they are beauties. They will sell on sight. SAMPLES FREE TO BILL POSTERS. Write for them now. Almost any merchant will advertise for the Holiday Trade. Now is the time to get them started on the boards.

The Donaldson Litho. Co.,

CINCINNATI, O.

Jointed Magnetic Hammers

Just the thing for Card Tackers.

The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign, enables you to get your work up high—away above the reach of mischievous kids.

Donaldson Lith. Co.,
Cincinnati, O.

DEAR SIRS: I received from you a few days ago a Magnetic Hammer in good condition I have used the same and find it to be the finest article for putting up signs that I have ever used. Yours truly,
FLEISCHMANN & Co.
Gardner, Mass.
W. P. BULLARD, Agt.

SAVES CLIMBING.
SAVES WORK.

Enables you to give your clients first-class permanent service.

PRICES:

36-in. handles, 2 sections, $2.00
42-in handles, 3 sections, $2.50

DONALDSON LITHO CO. Sole Agents,
CINCINNATI.

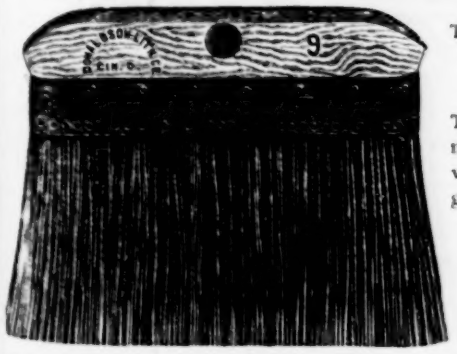
CASH MUST ACCOMPANY ORDER. NONE SENT C. O. D.

Bill Posters' Paste Brushes.

This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

PRICES.

8 inch, $2.25 each.
9 inch, 2.75 each.
10 inch, 3.00 each.



This is our celebrated

"UNEXCELLED"

The Best Paste Brush made. Popular everywhere on account of its great durability.

PRICES.

8 inch, $2.75 each.
9 inch, 3.00 each.
10 inch, 3.25 each.

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati.

Jointed Paste Brush Handles

Made Expressly For

Traveling Advertising Agents.

Will fit inside of a bill trunk. Great convenience.

HANDY, DURABLE, STRONG, RIGID.

PRICE:

7 feet, 2 sections, - - $1.25
10½ feet, 3 sections, - $1.75

Donaldson Litho. Co.

CINCINNATI.

Remit with order. None sent C.O.D.

ESTABLISHED 1890.

The WAUKESHA Bill Posting Co.

Distributors and General Advertisers.

CHAS. G. MEVIS, MGR.

Post, Distribute, Tack, or do any kind of Out-Door Advertising anywhere in Waukesha County.

Room 2, 521 Main Street, P. O. Box 505, **WAUKESHA, WIS.**

WANTED, TO BUY

Bill Posting Plant in a town of 25,000 to 50,000 inhabitants.

Address, F. J. McCLURE, 523 Trumbull St., Detroit, Mich.

Oswego, N. Y. F. E. Munroe, Licensed Bill Poster, Distributor and Sign Painter. d97

Wilmington, North Carolina. Pop. 25,000.

Thos. P. Day & Co., Bill Posters and Distributors

HILLSBORO, TEXAS.

Phillips Bros., City Bill Posters and Distributors.

Kansas City, Mo. and her suburbs

Combined population 300,000. 60,000 pieces does it all Send the matter to the MIDLAND ADVERTISING CO. (member I. A. of D.), JOS. REID, Manager, 617 Grand Ave, Kansas City, Mo.

OREGON SIGN CO.

Bill Posters, Distributors and Sign Painters Box 374, Oregon City, Oregon. ¶¶97

Mattapan, Mass. D. L. Cushing Circular Distributor and Gen. Advertiser.

BRANTFORD, CAN.

POP. 17,000.

Chas M. Smith & Co., Bill Posters and Distributors, own and control 20,000 feet of boards. Reliable distribution. tf

---

Jacksonville, Ill. 807 S. Main St.

Wm. Burke, member of and recommended by U. S. Dist. Bureau

HOWLAND Advertising Sign Co., Rome, N. Y.

WOODLAND, CAL.

Dietz & Glendenning, Bill Posters. n97

Pittsburg, Pa. Pop. 500,000.

Established 1892.

The "TWIN CITIES" Distributing Agency, DISTRIBUTORS,

Office 6, Sixth St. Branch, ALLEGHENY. J. T. HUDSON, Manager.

Chicago, Ills. J. A. CLOUGH,

Contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service

---

The W. D. Husted Advertising Co.

Town and Country .. BILL POSTERS,

Distributors, Bulletin Sign Painting,

—AND—

Out door Advertising of every descriptiion

Office: 67 Main Street, MANSFIELD, TIOGA CO., PA.

WE OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN . . . . . .

MANSFIELD.

The leading town in the "Northern Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.

ATTENTION BILL POSTERS.

We Are Sending Out: { 12-SHEETS, 3x4 / 3-SHEETS AND 1-SHEETS.

Advertising our Davy Crocket Cigar. We want to hear from bill posters, especially in the small towns. Send us your best rates for thirty days, guaranteed and protected service, (no lists—our traveling men inspect our work,) and amount of paper you can handle to advantage. We pay cash, and we pay promptly. Address:

HAAS BROS.,

215 RACE STREET, CINCINNATI.

The Bill Poster

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

ONE OF MANY

UNSOLICITED LETTERS RECEIVED BY

Steinbrenner's Distributing Service.

Would Like To Do Your Distributing.

Binghampton, N. Y., October 10th, 1897.

W. H. STEINBRENNER,
Room 609, No. 519 Main Street, Cincinnati, O.

Dear Sir:—Refering to the distribution of advertising matter, which you recently made for us in your city, we would say that we are highly gratified with the results. Reports from all dealers show that the work was extraordinarily well done. All who had goods on hand at the time of the distribution, report greatly increased sales, and those who did not have the goods in stock, have since placed them, in order to fill the increasing demand. We shall take great pleasure in recommending your services to any advertiser desiring results in your city.

Thanking you for past favors and trusting we may favor you with another distribution at an early date, we are,

M. B. P. Yours very truly,

Dictated by W. D. Redington, Mg'r. Distribution Dep't. DR. KILMER & CO.

W. H. STEINBRENNER, Manager,

Room 609, Lincoln Inn Court, No. 519 MAIN STREET. CINCINNATI, O.

HOWARD N. HOLSHOUSER,

City Bill Poster and Advertising Agent.

I Control All Bill Boards in Town, And Guarantee Honest Work. *COVINGTON, TENN.*

WASHINGTON, D. C. POPULATION, 250,000.

Sampling, Distributing, Sign Tacking,

WORK GUARANTEED.....
TRIAL ORDER SOLICITED.

Wright's Distributing Service,

GEO. WRIGHT, Manager. 432 10th STREET, N. W.

ORIEN L. ROARK, Greenville, Ky. BILL POSTER AND DISTRIBUTOR,

Prompt and Honest Service. Low Rates.

Correspondence Solicited. L. A. W. No. 109,558

THE above cut shows one of our Paste Mixers for Bill Posters. We make three grades (**Good, Better, Best**). Prices to suit all. Our catalogue tells all about them. It is sent free on application.

"ECONOMY

IS THE ROAD TO WEALTH."

If there ever was a time when this old adage was true, it has long since passed away. Certainly it is not true in these hustling bustling days. One cannot make money by saving it—not now.

The only way that the modern man can make money is by spending it—spending it wisely.

Money spent in labor saving machinery is wisely spent. Spending money in this wise is making money. Our Paste Mixers will make more and better paste with less flour and labor than any other in the market.

THEY ARE MONEY MAKERS.

J. H. DAY & CO. 1144 R. HARRISON AVE. CINCINNATI, O.

Bill Posters:

If you have not received our samples of Pictorial Posters, write for same at once, and we will forward same Free of Charge. You can sell them to your merchants and make a commission. Every bill poster should keep our catalogue in his office, it gives prices on all kinds and sizes of posters.

Hennegan & Co.,

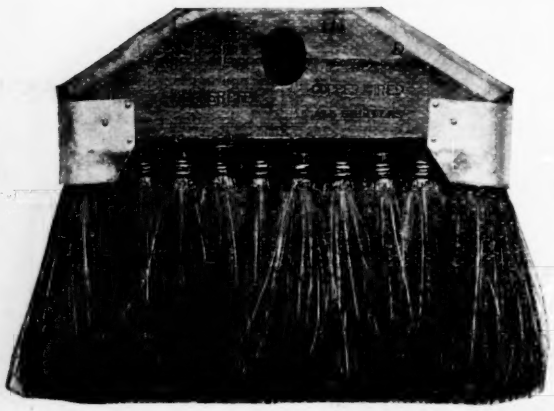
Poster... Printers.

719-721 Sycamore Street,

Cincinnati, Ohio.

Excelsior! Excelsior!

YOU ARE LOOKING FOR THIS.



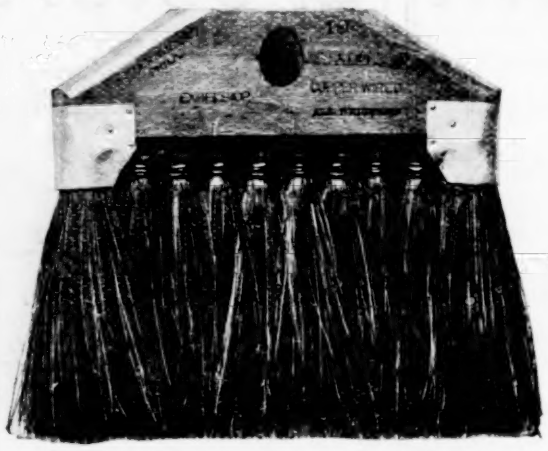
QUAKER CITY, No. 10. 9-inch.
$2.50 Each. $24.00 per dozen.

Also the No. 19, 9-inch Extra-Extra, made VERY full and especially adapted to Circus work.
$3.75 each. $39.00 per dozen.

Give us a trial order, and you will use no other.
Sent C. O. D. to all parts.

The most satisfactory Bill Posters' Paste Brush on the market.

Made only of PURE RUSSIAN BRISTLES, therefore WILL hold the most paste. Ask the leading Bill Posters of the United States and Canada as to the wearing qualities.



EXCELSIOR No. 10. Extra 9-inch.
$3.00 Each. $30.00 per dozen.

ELDER & JENKS, Makers, 127 North Fifth St., PHILADELPHIA, U. S. A.

Sole Western Agents, THE DONALDSON LITHO. CO., Cincinnati, Ohio.

FIVE STANDS POSTED IN MARBLEHEAD

WILL CREATE AS MUCH BUSINESS IN A SMALL CITY AS THEY WILL IF BURIED IN A LARGE ONE.

NOON BILL POSTING CO.,
MARBLEHEAD, MASS.

Peru, Ind. Chas. W. Stutesman
Licensed City Bill Poster and Distributor.

Allen's Press Clipping Bureau
Offices, Rooms 3-4-5-6-7, 510 Montgomery St., San Francisco; Union Block, Portland, Ore.; 105 East First Street, Los Angeles, Cal. Established 1888. Reads every publication printed on the Pacific coast from Alaska to Mexico. 218

LORAIN, O. P. J. SMITH.
Bill Poster and Distributor. 319 6th St. n97

CITY BILL POSTING CO.,
HARRY B. BUSSING, Manager.
NORWALK, CONN.
28

Nanaimo, British Col. Pop. 7,000.
A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

C. F. Bangasser & Co.
CITY BILL POSTERS AND DISTRIBUTORS, ¶¶7
Signs Tacked and Signs Painted. Own all Bill-Boards in our locality. P. O. Box 38
MCMINNVILLE, OREGON.

Oakland, Cal.
Belasco & Co., Bill Posters and Painted Signs. n7

TRENTON, New Jersey
The Trenton Bill Posting Co.
Owns all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.
WM. R. WILLIAMSON, Manager

Kansas City, Mo. Pop. 300,000.
Midland Advertising Co., Joseph Reid, Mgr. Distributing, Tacking. Reliable Men only. All towns in Jackson and Wyandotte Cos. Mem. International Ass'n of Distributors.

THE MANHATTAN PRESS-CLIPPING BUREAU.
NEW YORK. LONDON.
ARTHUR CASSOT, Manager.
Knickerbocker Building.
No. 2 West 14th St., New York.
Supplies press clippings for Trade Journals, and on all subjects. Best facilities.
HON. CHAUNCEY M. DEPEW is one of our regular patrons.
HON. CALVIN S. BRICE: You have the best facilities of any-one in the field in your business.

STERETT Show Printing Co., San Francisco, Cal.

Tucson, Ariz 2,000 ft. of boards
WM. REID, Box. 148, 2d1

L. A. DANIELS,
City Bill Poster and Distributor,
SANTA CRUZ, CAL.
POPULATION 8,000.
Member International Bill Posters Association of United States and Canada.

MANNING, S. C.
Distributor. T. M. Young, Manager. P. O. Box "Y." n97

Waukon, Ia. Wm. S. Hart & Co.
Pop. 3,000. Control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa. anly

---

Fort Wayne City Bill Posting Co.
Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed.
FORT WAYNE, IND. C. B. Woodworth, Manager. tf

FAYETTEVILLE, N. C.
Hawkins Bros., Bill Posters and Distributors. Lock Box 170. ¶¶97

Jackson, Ga., C. A. Henderson & Co.
Member I. A. of D., advertising agents. Territory: Atlanta, McDonough, Griffin, Locust Grove, Jackson, Flanilla, Macon, Forsyth and Barnesville, includes population of 175,000. ¶¶7

MILFORD, MASS. Pop. 9,000.
E. R. Negus, Distributor. 337 Main St.

Press Clippings

Proposed events, fairs, conventions, etc. Other lines of items from the newspapers of the country. Send for particulars.

N. E. Newspaper Bureau,
146 Franklin St., Boston.

Aurora, Ills. B. MARVIN,
Bill Poster and Distributor. Circuit, 16 towns. Pop. 60,000. n97

STAVANGER, MINN.
Ole Holm, Bill Poster and Distributor. n97

MEMPHIS, TENN.
Van Beuren & Co., Bill Posters and Distributers, 224 Second street. tf

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Scranton, Pa. 654 Deacon,
J. H. Beltz, member I. A. of D., samples put out, circulars distributed, signs nailed up. Work is guaranteed. 200,000 people in Lackawanna County. ¶¶97

LIMA, OHIO. Pop. 20,000.
W. C. Tirrill, City Bill Poster and Distributer. Work promptly done. tf

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Southern Press Clipping Bureau, Atlanta, Ga.

Newspaper Press Clippings for Trade Papers, Manufacturers and Advertisers. Also list of names for circularizing.

Butte, Mont. W. E. Kendrick,
Bill poster and sign advertiser. P. O. box 122. 98

HIGGINSVILLE, MO. Pop. 5,000
The Greatest Country on Earth.
RIGG BROS.,
The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters. ¶¶7

Blaney, Wm. E., Expert Ad Writer, Station T, Boston, Mass.

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents, Work promtly and properly executed.
C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

Santa Fe, N. M. A. M. Dettelbach,
Bill Poster, Tacker and Distributor for Santa Fe, Taos and Rio Arriba Co's. n97

VIRGINIA.

JOS. M. GOLDSMITH. **GOLDSMITH BROS.** JAKE GOLDSMITH.

OPERA HOUSE MANAGERS AND CITY BILL POSTERS.

FREDERICKSBURG, VIRGINIA.

Best Boards, Best Stock, Best Localities, and most important of all, Best of References. Population 6,000. Drawing Population 50,000.

Only Licensed Bill Posters, Distributors and General Out-Door Advertisers.

BUBB

POSTS BILLS AND DISTRIBUTES CIRCULARS AT

WILLIAMSPORT, PENN'A

THE CLIPPING BUREAU

KEEPS YOU POSTED.

We read practically all the daily and weekly newspapers of the country, receiving them direct from the publishers and cutting out those items of designated interest to our clients *at once*.

All the latest literature on any subject selected at your order.

Material for trade and class papers, addresses for the catalogues, booklets and printed matter of business houses, personal mentions, articles for speeches, lectures, sermons, books, obituary notices, advertisements, etc., etc.

Sending you clippings from our New York and Chicago offices direct, if so desired, as well as from our main office in Boston, we can get clippings to you more fresh than those furnished by others.

Write for further data and prices, which are the lowest, work considered, of any bureau in existence.

THE NEW ENGLAND NEWSPAPER BUREAU,

146 Franklin St., Boston

Fair Ground Goods, Merry-Go-Rounds Games, Etc. | Playing Cards and Ivory Goods. | Club Room Furniture, Faro and Poker Chips, Sporting Goods.

OGDEN & CO.

Manufacturers of

Automatic Slot Machines, Bonanza, Star, Carlo, Monte Carlo, Etc.

New Designs Every Month. Largest Factory in U. S.

Automatic Game Devices at Lowest Prices.

185 Clark Street, CHICAGO, ILL.

The Christmas Billboard, 1897.

During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, out December 1st, next. It will consist of 56 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at 25c each. The advertising rates will be **10 cents per Agate line, with 20 per cent additional for specified position.**

LARGER ADVERTISEMENTS.		LITHOGRAPHED PAGES.	
Whole page	$50.00	Page 2 of Cover, in 2 colors	$100.00
Half page	27.50	Page 3 of Cover, in 2 colors	100.00
Quarter page	15.00	Page 4 of Cover, in 8 colors	200.00
Eighth page	8.00	Double page center, in 8 colors	300.00

No deviations will be made from these prices, and no discounts of any kind. Copy for advertisements on lithographed pages must reach us not later than Nov. 1st. Last form closes Nov. 22. Size of type page, 9¼x12½.

JOHN T. WILLIAMS

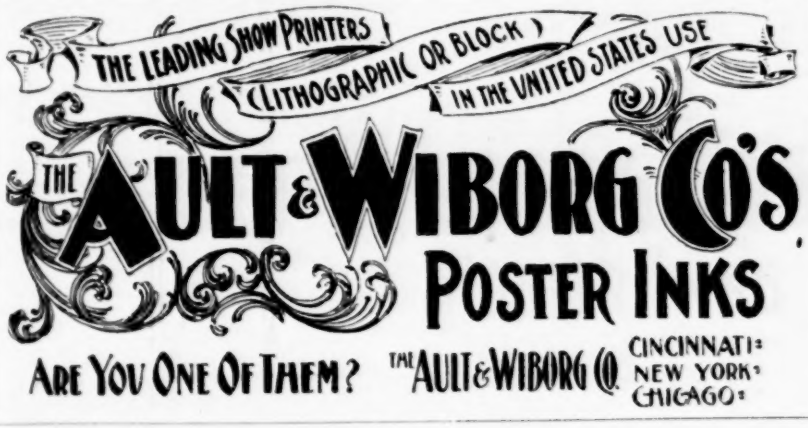
Manager Northwest Bill Posting and Advertising Co.,

346 MORRISON STREET,

PORTLAND, OREGON.

Member I. A. D. and P. C. B. P. A.

Population 90,000. ¶7 **Established 1868.**



JOHN L. MARSH

VANCOUVER, WASH.

Licensed Theatrical and Commercial Bill Poster. Card Tacking and Distributing a Specialty. All Work Guaranteed. Population, 5,000.

Meridian, Miss., Pop. 15,000

L. L. Hoffer, city bill poster and distributor. ¶7

Bill Posting, Sign Tacking and Circular Distributing done Satisfactorily or Money Refunded. Write for Terms.

A. J. BLACK, Summitville, Ind.

R. W. STORRS,

De Funiak Springs, Fla.

Can cover all West Florida outside of Pensacola in any manner desired. tf

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ACCOUNTICS.

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountant's Associations, together with original inquiries and investigations. The most eminent accountants are contributors.

SCIENCE OF ACCOUNTS.

ART OF BOOK-KEEPING.

ACCOUNTICS answers questions in higher accounting and book-keeping practice; contains independent Reviews and Criticisms of books on accounting and Economic topics; fully illustrated; carefully printed; edited by A. O. KITTREDGE. Subscription One Dollar a year.

Accountics' Association,

WOOL EXCHANGE, NEW YORK.

PAULDING, OHIO.

F. W. French, Distributor. Work guaranteed.

CARLISLE, IND.

Sullivan Co., R. J. Chileote, Distributor. n

WANTED, AGENTS, to sell our elegant

ADVERTISING CALENDARS

Big Profits. Fine Line. Write Immediately.

The Henderson Lithographing Co.

Novelty Department. ¶ CINCINNATI, OHIO

SETTER BROS. & CO. COLLINS CENTER, NEW YORK.

We sell GOOD

ENGRAVING BLOCKS

Cheaper than any other firm on earth. By GOOD Engraving Blocks we mean blocks that are in every way strictly high-grade and first-class in every respect. We have sold over 100,000 of these blocks in the past five years, and our trade is increasing at such a rate that we expect to sell as many more in the next twelve months. That is the best testimonial we can offer of the quality of our blocks.

Plain, Cherry and Basswood **RULE.**

REGLET.

Type Stock Material for Small Wood Cut Work.

BLACK BOARDS.
BULLETIN BOARDS.
LITHOGRAPH BOARDS,
AND PASTE BOARDS

LUMBER.

DON'T FORGET THE ADDRESS;

SETTER BROS. & CO.

COLLINS CENTER, NEW YORK.

SEND FOR PRICES

H. W. Weisbrodt WOOD & PROCESS ENGRAVER.
BLYMYER BLDG.
CINCINNATI, OHIO.

Delaware, O. G. D. McGuire,
City Bill Poster and Distributor.

ESTABLISHED 1876.

CHARLES W. YORK,
Bill Poster and Distributor.
HAVERHILL, MASS.

I make a specialty of Distributing. Reference if required. ¶¶97

Po'keepsie, N.Y. 24 Mechanic St.
M. F. Sprenger, The Honest King Bill Poster and Distributor. n97

THE LATEST **SPIRITUALISTIC SENSATION!**

SECRET and APPARATUS for Raising an ORDINARY TABLE. Can be performed with greatest ease on STAGE or PARLOR. Any one possessing this apparatus and explanation may cause any Table, in any room, to move about and DANCE AT WILL. Can be done anywhere, with sleeves rolled up, as performed by MISS ANNA EVA FAY. This Illusion is marvelous, and cannot be detected, sent prepaid on receipt of **50** Cents.
BENJ. J. MUTSCHLER & CO.
Dealers & Importers in MAGICAL APPARATUSES.
Box 525, Chicago, Ill.
Send stamp for catalog of Tricks in Magic & Illusions.

Charleston, W. Va. Pop. 15,000
E. H. Carwithen, Distributor. Satisfaction guaranteed. Six adjoining towns. n97

Grand Rapids, Mich.
George M. Leonard, Reliable Distributer

YOUR PORTRAIT.

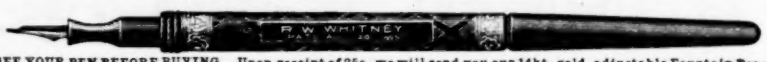
We will send **The Advertising World** (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for $1.25. Send photo, which will be returned. Halftone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. **The Advertising World** is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio.

FRANK M. DEUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR,
187 Schuyler Avenue, KANKAKEE, ILL.

¶¶7 Kankakee, Bradley and Bourbonnais, total population, 15,000.



SEE YOUR PEN BEFORE BUYING. Upon receipt of 25c. we will send you our 14kt. gold, adjustable Fountain Pen: Price $1.75. If satisfactory, pay the Ex. Co. $1.50. Agents wanted. The Whitney Fountain Pen Co., Cleveland, O.

1891. "Everything comes to him who hustles while he waits." *1897.*

The Hustler Advertising Co.

Prompt personal service guaranteed at all times.

OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.

The only exclusive distributing service in city.

W. H. CASE, MANAGER.

24 NORTH MINER STREET, FORT WAYNE, IND.

A STATEMENT TO BE PROUD OF
WE HAVE PRINTED OVER 2,000,000
Letter Heads
IN THE LAST FOUR YEARS AND EVERYBODY SATISFIED
SO WE MUST KNOW OUR BUSINESS—
Cross PRINTING Co 358 DEARBORN ST CHICAGO

All Kinds of Printing and Engraving.

BELVIDERE, ILLS.
Fred. Wiffin, Bill Poster, 312 Caswill St. ¶¶7

What is worth doing at all,
Is worth doing well.

JOHN H. JONES,

Best facilities for distributing, sampling, sign tacking—card, tin or steel. Population, 500,000. Dwellings, 85,000. Member I. A. of D.
Office, N. W. Cor. Mount & McHenry Sts.,
BALTIMORE, MD.

TROY, ILL.
F. C. Gates, Bill Poster and Distributor. Reference furnished. n97

HENRY C.

CROSBY

ADVERTISING

SIGNS

Romaine Building.
¶¶97 **PATERSON, N. J.**

ADVERTISING MANAGERS:

Do you know that New Hampshire will be the *Mecca* of thousands of well-to-do people, during the coming hot months. They go there to while away the time, to be comfortable and have no cares.

Have You got Anything to Call their Attention to, while they are idle.

Strike while the Iron is Hot!

We can reach all these people.

Send us your booklets, samples, or circulars or any kind of advertising matter.

D. J Lefebvre Adv. Co.

RELIABLE DISTRIBUTORS.

Box 483, Manchester, N. H.

Keep Our Address For Future Reference.

W. E. Patton, Corinth, Miss,
Bill Poster and Distributor. Reference furnished. Box 164. n97

SEND FOR A COPY OF

Business

The Office Paper

Mailed free to all mentioning this advertisement *BUSINESS* contains articles by noted writers upon *Office Routine, Business Management, Accounting, Advertising* and *Economic* subjects, included under *Finance, Transportation, Commerce* and *Manufacturing*

To read *BUSINESS* is a liberal commercial education in itself.

The office of BUSINESS is to be in every office. Monthly, $2 a year. Address

BUSINESS PUBLISHING CO.,
13 Astor Place, New York.

TERRE HAUTE, IND.
James M. Dishon, Distributing, 29 South 5th St. n

CHILLICOTHE, ILL.
CHARVAT BILL POSTING CO.
HENRY CHARVAT, Manager.
Seven Cities Covered. Population, 12 000.
Correspondence Solicited. ‡‡97

Chillicothe, Mo. Z. B. Myers,
Owns all bill boards. Tacking, Distributing and Bill Posting done satisfactory or no pay. Write him. d97

Atlanta, Ga. 124 Haynes St.
Wm. Peden, Advertising Distributed, Signs tacked up in this and adjoining counties, $1 00 per 1000 and up. d97

Laconia, N. H. Pop. 15,000.
Folsom Opera House, Driving Park and Show Grounds. J. F. Harriman, Manager. Owns all boards in the city and suburbs.

BANGOR Me. and Neighboring Cities. Pop. 40,000.
Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St. b97

DENVER, COLO.
The Curran Bill Posting & Distributing Co owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000. tf

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C. F. Ansell, Mfg. Coupon Theatre Tickets and Diagram Ticket Racks.
Lowest prices. Always on time. No mistakes. 155 Washington Street, Chicago.

MILFORD, MASS.
Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. 82 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city Baggage and scenery truck express. fe-12

What One Man Said About Our Distributing.

Cincinnati, O., Oct. 15th, 1897.

To Whom It May Concern—

The Vansyckle Advertising Co., Indianapolis, Ind., distributed for us 40,000 samples "Polar Bear" Tobacco. The work was reported very satisfactory, and to anyone in want of good service in Indianapolis, we can cheerfully recommend Mr. Geo. W. Vansyckle.

Yours truly,
LUHRMAN & WILBERN.
Per Wilbern.

Mfrs. "Polar Bear" Tobacco.

McCall, Ad Writer, Saratoga, N. Y.

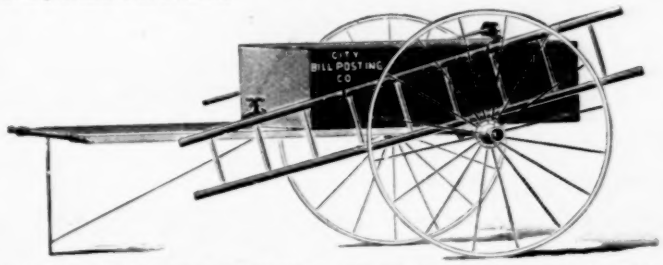
If it suited one, it will suit another. That's you.

Vansyckle Adv. Co.

INDIANAPOLIS, IND.

Bill Posters' Push Cart.

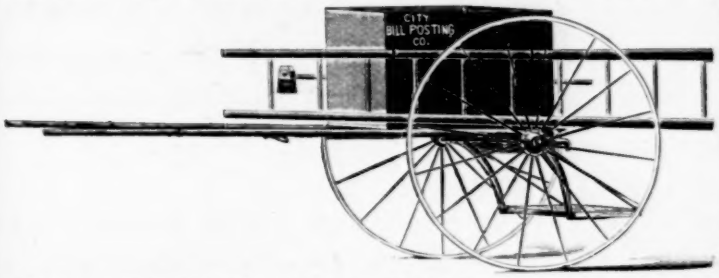
Great for small towns and short routes in cities. This style of cart enjoys great favor among the bill posters of England, where it is regarded as a great convenience, and is used almost to the exclusion of all other vehicles. It is equipped with paper bin, paste tank and water tank. The tanks are lined with zinc, and the one which contains the water is provided with a faucet.



They are beautifully painted, substantially built. Will last a lifetime, and I sell them at the phenomenally low price of **$24.50 EACH.**

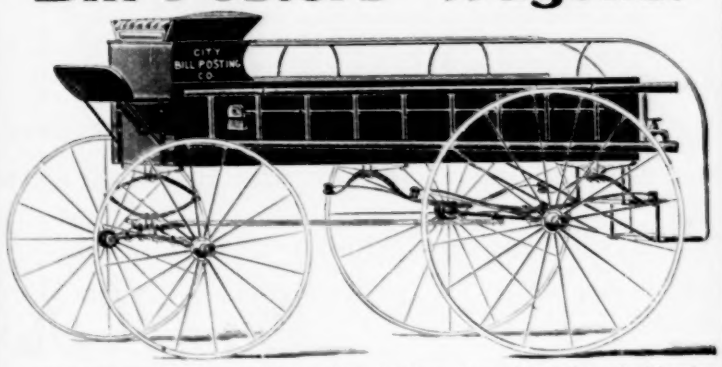
No extra charge for painting firm name on the sides.

Bill Posters' Pony Cart.



Light strong and durable. This vehicle is bound to find favor. It is the handiest thing imaginable. Has paste tank, water tank, etc., and we furnish complete for the remarkably low price of **$44.50**

Bill Posters' Wagons.



We make them in almost infinite variety. We have them with shafts and with poles, with and without tops in fact in every style imaginable. This is one we make in three sizes, at the following prices, viz:

A—$90.00. B—$100.00. C—130.00.

Address

JOHN H. MICHAEL,

Manufacturer Bill Posters' Vehicles,

225, 227, 229 East 8th St, CINCINNATI, O.

"Mr. Manager!"

"One Moment Please."

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho. paper.

OUR artists are expert and up-to-date.

WE do bill posting, distributing and tacking.

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.

OUR boards, stock, labor and prices are O. K.

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

C. M. Smith & Co.,

Brantford, Canada.

Population of City 17,000. County 50,000. Country 5,000,000.

¶¶97

Rutland, Vt., M. Kingsley,
Owns and controls all billboards Address 48 West St., Rutland, Vt.

In offering the services of the

United Press News Bureau

We beg to announce that we have succeeded to and united the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipping Bureau.

We are now occupying a space of eight large offices

With a carefully trained force of proficient readers

And have an exchange list that thoroughly covers every section of the United State and Canada.

We feel no hesitancy in asserting that we can fill any order entrusted to us.

Service equal to the best at a price as low as the lowest.

New customers we will serve on trial for two weeks, without charge, provided that if we get an order we charge from the start.

We solicit your patronage.

Respectfully,

United Press News Bureau,
151 Van Buren St.,
Chicago.

Evansville, Ind. 75,000, Licensed
Evansville Bill Posting and Distributing Co. Sole Bill Posters and Distributors. b97

LARAMIE, WYO.
H. E. Root, Mgr. Opera House and City bill poster and distributor (lic'd), 150 3d St. ¶¶97

OFFICE OF

Sam W. Hoke

LONG-DISTANCE
BILL POSTER.

107 WEST 28TH ST., NEW YORK.
TELEPHONE CONNECTION.

I WANT TO HEAR FROM EVERY BILL POSTER IN AMERICA, AND AT ONCE.

.....

I am now busy with the following orders:---

30,000 8-sheets, 20,000 3-sheets, 10,000 1-sheets, and 3,000 24-sheets for one advertiser.

20,000 8-sheets, 20,000 3-sheets, and 30,000 1-sheets for another advertiser.

A Half-Million quarter-sheets for another advertiser.

20,000 4-sheets and 5,000 8-sheets for another.

50,000 8-sheets and 100,000 1-sheets, for another.

5,000 8-sheets and 5,000 12-sheets for another.

And

45,000 1-sheets for two other articles.

(I had expected to give names of the above advertisers, but some of them objected to having their plans made public in advance.)

Heretofore I have rarely asked for information from bill posters in very small towns, but I am having so many calls for villages of Five Hundred, One Thousand, and up, that I now want to hear from everybody that does bill posting.

Let me know the present population of YOUR town, and a statement of the number and sizes of the billboards and daubs that you may have, AND YOUR PRICES.

Sam W. Hoke

Long-Distance Bill Poster,

Telephone Connection. 107 W. 28th St., New York.